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A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII

NEW YORK, NOVEMBER 11, 1915

No. 6



The State That Found a Better Way

There seems to be a multitude of cases to prove that Vermont has found a way of doing things far in advance of the average, but probably the most unique instance was the way the Vermonters settled upon a new name for Wildersburg, a quarter century ago.

That name did not please the townsfolk because "it had ever sounded uncouthly and long," so the records run. Interest being about equally divided between "Holden" and "Barre" as a substitute, they hit upon a boxing match as an original method of settling the dispute. It so happened that the "Barre" champion won and "Barre" the town has been ever since, now famous as the world's leader in the manufacture of granite.

Going back to the days before the Revolution, Ethan Allen and his Green Mountain Boys believed there was a better way than King George's method of governing

their part of the world, and "In the name of the great Jehovah and the Continental Congress," they proceeded to carry out their belief. So, after quelling all sorts of internal and external disturbances, Vermont was the first State to be added to the original thirteen.

To the vast majority it never occurs that there must be a better way of doing most of the things we have to do. But many of the exceptions to that rule have come from Vermont.

If it had not been for Thaddeus Fairbanks, we might still be trying to weigh a ton of hay or a battleship by the old "steel yards" method. Thaddeus Fairbanks went into the hemp business in 1824 and decided that it was a pesky nuisance to weigh all his hemp after the manner then in vogue. So, he set out to find a better way. Inside of six years he had perfected his platform scale and patented it. For which

(The Ayer & Son advertisement is continued on page 89)

One Country But Many States

A law which is good in the South may be useless or impractical in the North. Climate and conditions vary.

Therefore we have the *state* as the basis of government.

Have you made the state also your basis of business getting?

* * *

Let us make one thing clear—

Standard Farm Papers offer the largest *national* agricultural circulation at the lowest rate per thousand.

Just as it is logical to make some laws National, it is logical to make some campaigns country-wide.

But in general either certain sections should get a larger percentage of cultivation or, because of conditions, a different *sort* of cultivation.

Standard Farm Papers are the *only natural* state or class mediums. Because *editorially* they deal with state or class problems.

They hit hard and get close to the soil.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE
FARM PAPERS OF KNOWN
VALUE

Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

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VOL. XCIII

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No. 6

How America's Greatest Shoe Manufacturers Worked Out the Zone System of Distribution

Authorized Interview by R. E. Dildine with

Fred B. Rice

Vice-president, Rice & Hutchins, Inc., Boston, Mass.

VISUALIZE market conditions in the production and distribution of a great staple product—where competition is free and unrestricted in every sense; where the price appeal is strong; where the style appeal runs riot; where thousands of manufacturers and hundreds of jobbers keep hot the trail to retailers and consumers.

Then you have a broad, but still a vague conception of the problems that Rice & Hutchins have faced and solved in building up America's greatest shoe business.

The word greatest is used advisedly because it signifies more than volume alone. The shoe trade is divided into several classes based on the grade and variety of goods produced. There are manufacturers who specialize in shoes for men, or women, or children. This class specialization is carried still further, into as many as three divisions—high grade, medium grade and cheap.

Then, there are manufacturers who produce what is known as a general line. This usually implies shoes for men, women and children in all grades up to and perhaps overlapping a little into the high-priced field. It is obvious that such concerns have a broader market than the specialty house. It is the big-volume class, a small group of large producers for whom Rice & Hutchins have set the pace for half a century.

Men who know conditions in the shoe trade credit Rice & Hutchins with annual sales that few other concerns can rival. The actual figures are not available because the concern itself neither seeks nor claims the distinction of volume leadership. Two of their leading competitors publish big sales figures, but there is a distinct difference in the character of the business they do.

One is an Eastern concern that has until recently built its business largely with the jobbing trade on unbranded or private brands of merchandise. The other is a Western concern recently formed by a combination of three large houses, that continue to operate as separate organizations.

WHY THE BUSINESS IS STRONG

Rice & Hutchins sell the bulk of their products under their own trade-marks direct to the retail trade, through their own distributing houses. It is this fact, coupled with the volume of sales, that indicates the great fundamental strength of the business.

In an interview recently with Fred B. Rice, vice-president of the company, the writer took an interesting mental journey back over the hill that Rice & Hutchins have climbed steadily but surely since the business was established in 1866 by William Ball Rice and Horatio H. Hutchins.

Their original capital was

meagre, and a small barn-like structure at Marlboro, Mass., served as their factory. Then and for some time thereafter the distribution of footwear was carried on largely through jobbers. Rice & Hutchins grew at first along the lines of least resistance.

Expansion began in 1875 when the firm erected what was then considered a large and well-equipped factory at Warren,

There are, of course, many influences that contribute to a well-rounded success, but in a broad sense there are but two fundamental problems in a business of this kind—production and distribution.

It may be safely assumed that Rice and Hutchins are good producers. Their products have stood the test of time. Still, they have had plenty of competition and their volume of sales has not been secured on a price appeal.

William B. Rice possessed a rare sense of practical imagination and business foresight. He built for the future. His goal was a world-wide business. He planned and developed a system of distribution that was considered visionary in those days, but which fits present conditions in the shoe trade exceptionally well. It has, in fact, been a fundamental element in the success of the house.

His sales policy was designed to accomplish three things:

First, to get Rice & Hutchins products under the R. & H. trade-marks in the hands of the retailer with least loss of time and cost of transportation.

Second, to give the retailer maximum service by establishing a chain of branch distributing houses.

Third, to create a permanent market for R. & H. products by judicious advertising.

Such a sales plan is not unique to-day, but it was then. It carried Rice & Hutchins through a period of radical changes in the distribution of footwear, all of which have tended in the end to prove

Unless branded thus, it is NOT a genuine correct-shaped Educator

Abolish the Cause of All Foot-ills

GET the whole family out of narrow bone-bending shoes (the actual cause of all corns, callouses, bunions, ingrowing nails, flat-foot, etc.) and put them into good-looking long-wearing Educators today.

Educators for men and women let Nature relieve the feet of all foot-ills. Educators for children guarantee a lifetime absolutely without foot-ills.

\$1.35 to \$5.50. But EDUCATOR must be branded on the sole or it isn't the genuine orthopaedically correct Educator shape. Made only by

RICE & HUTCHINS, INC.
15 High Street Boston, Mass.
Makers also of All-American Suede Shoes for Men and the Mafrole for Women.

RICE & HUTCHINS
EDUCATOR SHOE

DEALERS—We can supply you at wholesale from stock in our firm, Rice & Hutchins, New York Co., New York City.

PRESENT STYLE OF NEWSPAPER COPY, WHICH IS QUITE SIMILAR TO THE MAGAZINE ADVERTISING

Maine. Additional factories have been built and tanneries acquired frequently since that time to keep production abreast of sales.

In 1885 Mr. Hutchins retired, but William B. Rice continued to direct the development of the company until the time of his death, about six years ago. His sons, who grew up in the business with him, have since maintained the policies that he established.

PRINTERS' INK

the efficiency of the R. & H. system.

The first distributing agency was established in Philadelphia in 1884. Since then others have been established in Boston, New York, Baltimore, Chicago, Cincinnati, Cleveland, St. Louis and Atlanta, and in several foreign countries.

Executive headquarters are maintained in Boston, from which a general supervision of the business is conducted. Each of the distributing houses has been created after a careful consideration of market possibilities in various sections so that all retailers could be quickly served from stock at minimum freight rates.

HOW THE ZONE SYSTEM WORKS

Each branch is operated as a separate unit in charge of a manager who is assigned specific territory to develop, with a corps of salesmen. This zone system of cultivating territory has justified itself. It proved especially valuable to Rice & Hutchins because they were the first to apply it in the shoe field. They had it well established before other houses adopted similar methods. Even to-day no other concern is so well organized along similar lines although many shoe houses have established one or more distributing branches and the tendency of progressive concerns is to build in that direction. This is the inevitable result of new conditions that have developed in shoe merchandising.

For the past ten years many manufacturers have sought to eliminate the jobber and build up a distribution direct to the retailer. Retailers have favored direct buying, but in addition they have demanded service that manufacturers were not at first equipped to give. Producers have been forced to carry stock and render the equivalent of a jobbing service. Branch distributing houses are but a logical sequence in the cycle that has brought shoe distribution back to first principles—except that distribution is passing into the control of producers. The independent jobber with a few exceptions has been

gradually eliminated, or his activities restricted to small dealers in his locality. On the other hand, a few of the most enterprising jobbers have developed into manufacturers.

By zoning territory Rice & Hutchins have been able to kill two birds with one stone. In other words, their distributing houses have proved profitable both to themselves and the retailer.

On their own account they are

RICE & HUTCHINS
WORLD SHOEMAKERS
FOR THE WHOLE FAMILY

Whatever you pay for Rice & Hutchins' Shoes you get your money's worth.

AT RICE & HUTCHINS' DEALERS you and your family find all our famous brands at various prices for different requirements.

FULL VALUE AT EVERY POINT.

Our name brand on shoes is the wearer's insurance of satisfaction.

Large stocks constantly renewed at our distributing agents in many market centers are insurance for retailers. — They can supply all reasonable demands of their trade with the least possible stock on hand.

Wearers of Rice & Hutchins' Shoes are comfortably, satisfactorily, and economically shod.

RICE & HUTCHINS, INC., BOSTON, MASS.

ALL AMERICA
EDUCATOR
ARMADA
MAYFAIR
SIGNET
ERICA
B-H SCHOOL SHOE
OLD HOMESTEAD

500
450
400
350
300
250
200
150

THE FORMER TYPE OF ADVERTISING

able to supervise and work territory more closely. Retailers are called on by salesmen more frequently. The branch houses can cater more intelligently to local style tendencies. They are more closely in touch with their customers in relation to credits and collections. The difficulties in handling salesmen at long range are eliminated.

The dealer gets maximum service, which means that he can do business on a minimum stock investment and turn it often, a mighty important factor in present day retailing. He can order

goods frequently from a nearby supply. He gets them quickly and at minimum rates of transportation.

Then the personal element is a factor in building and holding trade. The branch house brings the producer and the retailer more closely together. They get to know each other better and a mutual interest develops the tie that binds.

Both trade and consumer advertising have played a consistent and important part in the plan of market development. Initial activity in the firm's publicity dates back so far that little specific information concerning it is now available. Space has been used in the leading shoe trade papers for many years. This is devoted mostly to building and maintaining good will with the retail trade and to reiterating week after week the advantages of the system of distribution.

Rice & Hutchins consider consumer advertising a form of service to their customers as well as an investment in good will and market development. Their publicity problem has been a complicated one, and although effective work has been in progress for many years, it was not until about three years ago that a settled policy was evolved.

The difficulty consisted mainly in finding the most logical point of contact with the consumer—to focus the selling appeal so that it would shoot straight and land solid. There was a strong tendency based on a good motive that counselled the use of an advertising shotgun instead of a rifle.

It is a basic idea of the Rice & Hutchins business to shoe the whole family—not only men, women and children of one class, but all classes except the fastidious minority who can afford to pay high prices for their footwear. This involves hundreds of styles and numerous grades for men, women and children.

Shoe concerns that make a general line and trade-mark their goods have established the practice of identifying different grades

of footwear with individual names. This idea came into general use before the modern advertising campaign became a factor in planning a selling policy, but there is also a reason why it is considered good practice by advertisers. Suppose, for example, that Rice & Hutchins should use and advertise a common trade-mark for all their men's shoes ranging in price from two dollars to five dollars retail. Imagine the confusion that might result in the mind of the consumer. He might buy a pair of five-dollar shoes and find them entirely satisfactory. Later he might ascertain that he could purchase the same brand for \$3. Would he take into consideration the difference in quality? Would he be able to make an intelligent comparison of values?

Imagine how an unscrupulous retailer might trade on the reputation of the higher grades by featuring the lower grade prices. Then there is the problem of making advertising copy appeal to several classes of consumers. It is comparatively simple for a specialty house to use one trade-mark and concentrate sales effort on it. This has been done successfully even when two or three grades are involved. But with a general line the problem is different. Rice & Hutchins are selling shoes under many trade-marks although more than one grade of certain types are sold under one brand.

LARGE VOLUMES OF SALES AIMED AT

That may appear to be unfortunate from an advertising standpoint, but Rice & Hutchins didn't attempt to build their business to fit advertising. There is a more important basic selling idea behind their long line of many grades. The family of trade-marks is just incidental to greatness. The long line is the basis of volume business. Not only aggregate volume, but volume to individual retailers, and yes, even volume to consumers, is desirable. So Rice & Hutchins endeavor to supply the average retailer with a complete stock and the average

103% Gain!

Following the phenomenal gain in September, NEEDLECRAFT received 111,265 subscriptions at the full price during the month of October.

Here are the figures:

	1915		1915
October 1.....	4,879	October 18.....	5,062
October 2.....	3,042	October 19.....	6,028
October 3 Sunday.....	October 20.....	2,492
October 4.....	4,987	October 21.....	3,518
October 5.....	6,557	October 22.....	5,191
October 6.....	2,453	October 23.....	2,530
October 7.....	3,957	October 24 Sunday.....
October 8.....	4,540	October 25.....	6,051
October 9.....	3,873	October 26.....	7,406
October 10 Sunday.....	October 27.....	3,107
October 11.....	4,747	October 28.....	4,649
October 12.....	5,073	October 29.....	5,242
October 13.....	2,827	October 30.....	2,451
October 14.....	3,490	October 31 Sunday.....
October 15.....	3,962		
October 16.....	3,151	Total.....	111,265
October 17 Sunday.....		

This represents a gain of 103% over October 1914, when 54,753 were received.

NEEDLECRAFT

Three Quarters of a Million Guaranteed

1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager

Member Audit Bureau of Circulations

family with footwear for all its members. That is the ideal condition for getting selling costs down.

Rice & Hutchins' consumer advertising in the early days was spasmodic. Later it was confined to a few weeks at the beginning of each season. The copy was designed to cover practically all lines that the company sold. The selling argument was not very specific. It dealt with quality and other generalities. It served the purpose of general publicity for the company and its products. It

to put the full force of their consumer publicity behind it.

The trade-mark Educator stands for an idea as well as the name of a shoe. Contrary to the usual custom, this trade-mark applies to a certain type of footwear, or to be explicit, footwear made on a certain last—in this case a last built to conform to the natural shape of the foot.

The idea was first adopted by Rice & Hutchins in a line for children only, back in 1903.

Harry L. Rice, now president of the corporation, had observed that properly shaped footwear for children was confined to custom-made goods. He knew there was a market for a shoe that would co-operate with nature and permit the proper development of the delicate foot, and realized the need for it.

Rice & Hutchins decided to introduce such a shoe and with a full realization of the necessity of educating the public, the name Educator was selected as a trade-mark.

It was featured in some of the company's advertising and special efforts made to interest dealers in the line met with considerable success.

Thus, these manufacturers were pioneers in developing a market for the natural-shaped shoe on a broad scale. The success of Educators inspired many other manufacturers to follow their lead until similar styles are now to be found in several lines. "Let the child's foot grow as it should," and "Room for five toes," were the slogans on which the original selling appeal for the children's line was based.

The Educator idea soon became so popular that possibilities were seen in a similar style for men and women. The result was an Educator line for the whole family and a much broader development of the Educator idea naturally followed. Soon it was not only obvious that the Educator line offered an unusual opportunity for new business in itself, but that the development of a market for Educators was in many

(Continued on page 93)

Why do you use a bank?

To be on the safe side of the fence, to reduce your risks, to increase your convenience of doing business.

Why not apply these principles to your merchandise?

Let the R. & H. Distributing System carry your surplus shoes, assume part of your risks, ship your daily orders on demand.

It is a perfect system to increase your business and your profits; it makes them larger and surer.

Let the R. & H. Distributing System be your reserve stock room, your shoe-bank.

Let their nearest wholesale house show you how to treat orders as checks and pay shoes on demand.

Wholesale Distributing Houses

Rice & Hutchins, Inc.

Twenty High Street, Boston

THE ADVANTAGES OF THE ZONE SYSTEM
ARE DWELT ON IN THE TRADE PRESS

helped to develop a broader market and undoubtedly it built good will, but it lacked direction. It spread over too much ground to give a strong selling punch to any particular line.

ADVERTISING TO BACK THE TRADE-MARK

Finally, a change in the advertising policy was given serious consideration and a definite plan was devised. This was the famous Educator campaign which began in 1912 and has grown in scope and energy ever since.

There is an interesting story back of the development of the Educator line and the reasons why Rice & Hutchins finally decided



THE H. K. McCann Company has been in charge of the advertising campaign conducted for the Standard Oil Company of New York on Socony Gasoline.

The campaign has been notably successful and will be followed by advertising on other Socony products.

Our book, "We Have A Man Who Knows," shows some work we are doing for other companies and describes our methods of operation. We shall be glad to send a copy.

THE H. K. McCANN COMPANY
NEW YORK SAN FRANCISCO CLEVELAND TORONTO
NEW YORK: AT 61 BROADWAY

Trade-mark on Patented Product Involved in Shredded Wheat Case

Ross Food Company Files Answer Alleging Expired Patents as Justification for Identical Product—Identity the Result of Necessity and Convenience, Not Intent to Cause Confusion, Is Claimed

THE suit of the Shredded Wheat Company against the Ross Food Company, of Batavia, N. Y., and the Humphrey Cornell Company, of New London, Conn., involving unfair competition in the marketing of whole wheat biscuits, may have an important bearing upon the doctrine of trade-marks. The complaint of the Shredded Wheat Company was discussed in PRINTERS' INK for October 21. The answer of the defendants, which has just been filed in the Federal Court at New Haven, injects an element into the case which did not appear in the complaint, and which will almost certainly have great influence in the final determination of the points at issue.

Briefly, the Ross Food Company "admits that its biscuits are of substantially the same size, color, shape, construction and formation as the biscuit product of the complainant; defendant, The Ross Food Company, further says that it is marketing its product to the trade wheresoever located, regardless of any alleged or assumed exclusive rights of the complainant in or to a biscuit of the character of complainant's product or alleged or assumed exclusive rights in or to the marketing and selling thereof, but defendant, The Ross Food Company, denies that in so marketing its product it is doing so in violation of any legal or equitable rights of the complainant or of any other competitor.

"Defendants, and each of them, deny that the whole wheat biscuit product sold by them by reason of its size, shape, form or appearance is intended to or does result in the confusion and sale of the defendants' biscuit as the biscuit

of the complainant; but on the other hand the size, shape, form and appearance of defendants' biscuit mean and signify a product manufactured according to the principle and design of the Letters Patent Nos. 24,688 and 548,086 hereinbefore specified; and defendants aver that their product has the properties and physical characteristics of the product forming the subject-matter of said Letters Patent; that the form, construction and appearance of defendants' product result from the inherent properties and nature of the material of which it is composed, and that the size and shape of the product possess practical advantages not only in respect of the economical manufacture of the biscuit, but also as regards the strength and stability of the biscuit for commercial packing and transportation.

"Defendants further answering deny that as a matter of fact the whole wheat biscuit of the complainant and the whole wheat biscuit of the defendants are always presented to the ultimate consumer separate from their respective cartons; but, on the contrary, aver that complainant's product is commonly presented to the individual packed in envelopes, each containing a single biscuit, and in boxes, each containing two biscuits, all as before set forth in paragraph '12' of this answer.

"Defendants, and each of them, further answering deny that the purpose and result of the defendants in either the manufacture or the sale of their biscuit is to confuse and sell the whole wheat biscuit of defendants as the whole wheat biscuit of complainant. And defendants aver that their whole wheat biscuit is and always has been sold on its own meritorious reputation; that it is and always has been distinctively packed and dressed; and that it is and always has been uniformly designated and advertised 'Ross's Whole Wheat Biscuit.'

"Defendants, and each of them, aver, on information and belief, that they and each of them are entitled to the full commercial use

We Don't Boast of Kansas, She Keeps Us Too Busy Keeping Up With Her

Everyone knows, in a general way at least, that Kansas is P-R-O-S-P-E-R-O-U-S; that we've harvested a succession of unusually large crops and sold them at sky-high prices.

But very few people outside of Kansas fully realize what this *extra* wealth means to a state already accustomed to having a liberal supply of spending money. It's like giving a new 8-cylinder automobile to a man that owns a new 6-cylinder car.

This extra wealth doesn't mean that the farmers are throwing their money away; they're not buying extra automobiles for their hired men; nor are they loaning the banks money, but they are making some of the bankers work nights.

A few of the actual conditions in Kansas are:

- (1) Sixteen new banks have started business since July 23, 1915.
- (2) A few state banks have had to decline further deposits in order to comply with the state law that deposits must not exceed a certain ratio of the bank's capitalization.
- (3) At the recent tractor demonstration in Hutchinson, the sale of tractors went well into six figures (\$\$\$, \$\$\$,00).
- (4) An average of six silos are being erected every day in Kansas.
- (5) November 4th Kansas had 70,763 automobiles—a gain of 20,279 since January 1st.
- (6) September 15, 1915, the banks of Kansas had on deposit \$129,057,097.78, a gain of \$15,848,890.40 over Sept. 12, 1914.
- (7) Kansas was the third state in the entire Union in the average condition of all crops Sept.

1st, 124.5%, as compared with the ten-year average—according to a bulletin just published by the U. S. Government.

- (8) Eastern manufacturers, recognizing the ready-money prosperity of Kansas, have sent into the state a small army of salesmen introducing new goods. In many of the towns, it is practically impossible to get rooms at night.

- (9) A material reflection of the unusual prosperity of Kansas is shown in the large volume of advertising carried in *Farmers Mail and Breeze*, the farm paper that covers Kansas more thoroughly than any other farm paper covers any other state—25,735 lines more than last year—a total of 484,676 agate lines to Nov. 1st. A remarkable showing in the face of a higher advertising rate. And at an increased cost of 40%, back cover pages in *Farmers Mail and Breeze* have been sold practically solid for a year ahead.

Yes, business is good with us, but there's plenty and to spare of good ready-money business still waiting for the advertiser that goes after it.

You can reach the farmer only through the Agricultural press.

Arthur Capper

Publisher.

TOPEKA, KANSAS. Nov. 5, 1915.

Ask for a *Capper Bulletin* or talk to any of my special representatives.

Marco Morrow, Director of Advertising, Topeka: J. C. Feeley, 1800 Mallers Bldg., Chicago; W. T. Laing, 716 Flatiron Bldg., New York City; T. D. Costello, 300 Graphic Arts Bldg., Kansas City; C. H. Eldredge, 1106 Chemical Bldg., St. Louis; M. L. Crowther, 1005 Colcord Bldg., Oklahoma City; J. T. Dunlap, 203 First Nat'l Bank Bldg., Omaha.

Farmers Mail and Breeze

Covers Kansas, the State of Ready-money, More Thoroughly Than Any Other Farm Paper Covers Any Other State

and enjoyment of the whole wheat biscuit product freed from the Letters Patent aforesaid under which the complainant claimed and enjoyed a monopoly, and the defendants aver on information and belief that they are entitled fully and freely to vend the said biscuit product on the open market, irrespective of any methods that may have been adopted or pursued by the complainant in an effort to create a public desire or demand for the patented product. Defendant, The Ross Food Company, further avers that it has extensively advertised and is extensively advertising its whole wheat biscuit product and has spent and is spending large sums of money to that end."

That is the gist of the matter. The patents in question (a design patent, and a patent on the machinery for producing the product) having expired, the subject-matter covered by the patents falls into the public domain, and anyone has a right to make it. The Ross Food Company does not attempt to call its product "Shredded Wheat," and takes care to pack its goods in a distinctive package. On the other hand, the Shredded Wheat Company has spent large sums of money in advertising that distinctive form of biscuit, and claims that a "secondary meaning" has been acquired by which the public identifies biscuits of that peculiar shape as originating in its factory. The case does not seem to be squarely in line with any previous decision, and its determination will be awaited with interest.

Los Angeles Papers Appoint Foreign Representative

The W. J. Morton Company, New York and Chicago, has been appointed salaried representative of the *Los Angeles Express and Tribune*. L. J. Clarke has been appointed assistant to the publisher of these papers.

Death of Robert Tilney

Robert Tilney, a prominent resident of Philadelphia—journalist, poet and Civil War veteran—died at his home last week, aged 76 years old. For 28 years he was the editor of the *American Newspaper Annual*. He resigned from that position in 1908.

Who Should Advertise Advertising?

Here Is the President of a Big Concern Who Thinks That Publishers and Agents Should Shoulder the Responsibility—The Showing of Advertising as Against Salesmen

GEORGE M. BROWN, the president of the General Roofing Manufacturing Company, of East St. Louis, does not agree with Hugh Chalmers that the general advertiser should take it upon himself to help in the work of advertising advertising. He thinks that the publishers and advertising agents should do this.

He explains his views in a letter written recently to W. C. D'Arcy, who is chairman of the committee of the A. A. C. of W., on advertising advertising. The letter follows:

"Replying to your recent letter, will say that our company would not like to take part in advertising advertising. It has in the past been compelled to take such a part because we have believed so thoroughly in advertising, but we believe that if we, as manufacturers, pay our good hard cash and back our belief in advertising, as we have been doing, that the publishers and advertising agencies should do the rest of advertising. We should not be compelled, as we have been in the past, to argue with the buying public that advertised goods do not cost more—that they do actually cost less.

"In our field, we have about 40 competitors, large and small, and all but three or four have argued continually to the trade that our big advertising bills have to be paid by the buyer of our goods, that we really take it out of the quality and put it into advertising, etc.—the usual line of argument—and even those who do advertise but advertise less than we do, we are often informed, hint at the same thing in a quiet way.

"Now we believe that we have done wonderful things in manufacturing roofings, by building

mills with the very best equipment. We have improved these matters to such an extent that we make everything under one roof, and we do relatively with one man what could not have been done with a score of men a very few years ago. Now, in the same way, we believe that we are doing with advertising in the sales end of our business just what we are doing with modern machinery and equipment in the manufacturing end.

"We can send a good advertisement—one that is convincing—to call on a dealer and a couple of hundred families in the immediate vicinity of his store for a total cost of less than ten cents."

"We find that when we send a salesman to call, he may do the work well or he may get into an argument over the war and leave with a bad feeling instead of a sale, and we have heard some wonderful stories of expense accounts of such individuals. Of course, we believe in men selling goods just as we still believe in men to run the modern machinery in the mills, and by limiting our men to run this machinery, we can employ better men to fill the few positions needed, and so we believe it is in the selling end that we have to employ the smaller number to help, due to the big work played in the game of advertising.

"In conclusion, we believe that you will agree with us that we should not have to advertise advertising, but we do want to continue big advertising and are willing to pay the price for it because it means economy for us. Because these advertising bills help the publishers and agencies to do big things, we have a right to expect them to advertise advertising in the future much heavier than it has ever been done in the past. They have a splendid story and the public is always eager to learn what is for its best interest.

"Every big advertiser wants the public to know the chance it is taking when they buy unknown brands instead of advertised brands, and if the public could know that all advertised

brands that have become a fixed success have been articles of merit above the competitive fields surrounding them and that efforts to advertise a poor article have always ended in failure, then advertising will be established in its own proper place, more advertising will be done and advertised goods will be in demand everywhere."

President Wilder Talks Across Continent to Butterick Men

The outstanding feature of the annual conference of the Butterick Publishing Company's advertising department, held in New York, November 1 to 4, was a long-distance address by George W. Wilder, president of the company, from his winter home in Redlands, Cal. Direct telephone connection was made from Redlands to the office of President Vail of the Telephone Company, where 24 of the Butterick men were seated around a long table, each provided with two receivers. The talk lasted 27 minutes and according to the New York Sun the toll charges were \$186.67.

During the four-days' conference addresses were made by E. J. Ridgway, editor of *Everybody's*; Mrs. Honore Willie, editor of *The Delineator*; Mrs. Marie Mattingly Meloney, editor of *The Woman's Magazine*; James E. Tower, editor of *The Designer*; J. F. Birmingham, general manager of the company, and others.

The conference was held under the direction of S. R. Latshaw, advertising director, and was attended by all the Butterick representatives.

Walter G. Bryan Publisher Atlanta "Georgian"

Walter G. Bryan has been appointed publisher of the Atlanta *Georgian*, succeeding Hugh Murray, who goes to the main offices of the Hearst newspaper organization, in New York, as assistant to the general manager.

Mr. Bryan has been doing promotion work for a number of years for various Hearst papers, his most recent connection being with the Chicago *Examiner*. Before he became associated with the Hearst organization, he was advertising manager of the Kansas City *Journal*.

Department Store Men Contribute to New House-organ

Several well-known advertising men contribute to Vol. I, No. 1, of "The 5,000,000 Circle," published by James O'Flaherty, of New York, in the interests of the suburban market. Among them are Joseph H. Appel, of John Wanamaker's, who gave the magazine its name, J. F. Beale, Jr., of Saks & Co., and W. R. Hotchkiss, of the Cheltenham Advertising Agency.

December Hearst's 541,439 copies

November Hearst's 507,876 copies

GAIN 33,563 copies

"The regular and continued increase in the circulation of Hearst's Magazine is due to the fact that we have manufactured the most interesting magazine we could conceive and then told the public how good it is and would continue to be.

"That our circulation has grown remarkably large is proof that Hearst's is a *remarkably* good publication and that the public will discriminate in the purchase of a good periodical just as it is discriminating in the selection of food and clothing."

"At what figure are you going to limit your circulation?"

"There will be no limitation. We will make Hearst's as good as it is possible to make a publication, and we will work unceasingly to convince the 16,000,000 literate homes in the United States that it is a good magazine to buy and read regularly.

"How many of the intelligent homes will like to read what we believe is interesting for them to read, we don't know."

"Your aspirations are high!"

The above is the digest of a talk with a western advertiser one day last week.

He believed the writer an unbridled visionary—but just so was he considered by many advertisers nine months ago when he predicted that before the year rolled round Hearst's then circulation of 250,000 would exceed 500,000.

Yet in less than a year that is identically what has happened.

Hearst's has a literate population of 16,000,000 families to work on, to advertise to, to produce a magazine for, and we are going to corral as many of that 16,000,000 as we possibly can.

We may not get the 16,000,000—perhaps it will be wiser to say that we will not, but Mr. Advertiser and Advertising Agent—

We are going to reach as many of that 16,000,000 as is reached by any other general periodical.

We are not going to interest them through any catch-penny circulation scheme—

We are not going to interest them through any cut price or unprofitable clubbing scheme—

We *are* going to reach them by *convincing* them that Hearst's is as *good* as we *know* it to be, and as essential to their reading needs as it has become to the more than 500,000 homes to which it is now going.

Visionary—well, perhaps—but belief in a product, confidence in the intelligent discrimination of the American public, and *good advertising*, have proved many a “reputed visionary” just a sound, thinking, business man who could sense opportunity and lay hold of it.

The time to buy space in Hearst's is *now*.

January forms close December 1st

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

Member Audit Bureau of Circulations



Second Stage

"THE AD-VISOR" DEPARTMENT which has been engaged in separating the sheep of advertising from the goats—and hanging a bell on the goats—now enters the second stage of service to New York Tribune readers. Under the continued guidance of Samuel Hopkins Adams it broadens its scope by including in its researches the daily habits of these interesting fauna and mammals and offers a prize of \$2.00, payable in any Tribune-advertised merchandise for every letter—except those about patent medicines—printed describing a praiseworthy or blameworthy experience with an advertiser. Each month the biggest idea will be rewarded by a \$50 prize, payable similarly. You, sir, are eligible to compete—or merely to observe.

The New York Tribune

First to Last: the Truth
News—Editorials—Advertisements

They May Not Be Worth Advertising To, But —

The Use of a Small Package Might Win Their Purchases

By J. M. Campbell

Time:

A Saturday morning in November.

Place:

A grocery store on Seventh Avenue, not far from the Pennsylvania Station in New York.

Dramatis Persona:

A middle-aged woman, with a shawl over her head, quite evidently a foreigner, buying supplies for over Sunday.

This is what she bought:

2 Eggs.....	5c.
Lard	4c.
Bread	5c.
Soap	4c.
Butter	6c.
Biscuit in bulk.....	4c.

Three other articles which I have forgotten, but the price of which amounted to13c.

Nine articles, altogether, total expenditure41c.

This woman's case, I believe, is not exceptional. In fact, both the grocer and a young woman who at the time was conducting a demonstration in the store, told me that not a day passed when something of the same sort did not occur.

Every advertising manager who is worth his salt—and every advertising agent, too, for that matter—has in his possession facts and figures that make it quite clear that pretty nearly half the people in the United States are not worth advertising to. Either they cannot read, have no money, or live so far from centers of population that they are not reachable.

Granting that these people—nearly 40,000,000 in the aggregate—are not worth advertising to; granting that advertisers should confine their efforts to reach that portion of our population that is fairly well-to-do, the fact remains that the "submerged half" is worth selling to.

Take the case of the woman just referred to. She spoke broken English. She probably could not read her own tongue. It is practically a certainty that she could not read English. To her, street car cards, posters, bulletin boards and advertisements in newspapers meant nothing.

But—she had to buy—in very small quantities—certain articles of food, daily, in order to keep alive the fires of life in the bodies of the members of her family.

This question, then, suggests itself: Would it not be well for manufacturers of products sold through grocery stores to try to reduce their price unit—to get it down to five cents if it is humanly possible to do so?

By adhering to a price unit of 15 cents or 20 cents or 25 cents, they automatically shut themselves off from a vast number of possible purchasers.

It is admitted that, in many cases, the cost of the container is a very considerable item in the cost of a 10-cent article. But is it not possible to reduce the cost of the container?

It is also admitted that there must be a considerable reduction in the quantity which the manufacturer can afford to give, when his price unit is dropped from 15 cents to 10 cents or from 10 cents to 5 cents.

But let us not lose sight of the fact that many manufacturers of products sold through grocery stores are reaching only a little more than half the people who might buy their goods—because their price unit is too high.

Let me sum up the situation by saying this:

There are in the United States nearly 40,000,000 persons who are negligible, from the point of view of the national advertiser.

They are not worth advertising to. But they are worth selling to.



Reader Letters Measure Reader Interest

79,439 letters from its readers were received by The American Magazine in the year ending July 31st, 1913.

173,787 letters were received in the year ending July 31st, 1915.

The increase is 94,348—over 118%!

Note also the increase in the ratio of letters. When the net circulation was 285,208, 79,000 letters were received from readers, the ratio of circulation to letters being 4 to 1. Now, with our circulation 440,986 net, 173,000 letters have been received, the ratio being $2\frac{1}{2}$ to 1.

The circulation has increased, the number of letters has increased, and most important of all, the *ratio* of letters has increased. The American Magazine is in closer, more active touch with a larger body of readers than ever in its history.

The American Magazine

LEE W. MAXWELL, Advertising Manager
381 Fourth Avenue, New York

JAMES D. FULTON, Western Advertising Manager
Tribune Building, Chicago

How Wrigley Overcame British Prejudice Against Chewing Gum

After a False Start, Due to Faulty Diagnosis, Sales Begin to Climb

By Thomas Russell

Pres., Incorporated Society of Advertisement Consultants, London, England

IT is only in quite recent times that the practice of gum-chewing has begun to take hold of the British public. A certain amount of chewing-gum—Bee-man's, Adams's and the others—has been on sale in shops frequented by American tourists for a long time. The habit can hardly have been said to have appealed to British tastes until about 1912: but to-day there is hardly a confectioner's shop, large or small, that does not sell Wrigley's Spearmint and a good deal of it.

The history of the business in Britain is interesting. Spearmint did not push into the market unprovoked. It was sent for. About March, 1911, J. E. Jewell, who runs the Heppell chain of drug stores, became exercised in his mind about chewing-gum. One of the Heppell stores, which are a very fine chain of high-grade chemist's shops, as we call them, is in close proximity to several large hotels frequented by Americans, and for a good many years had been selling different sorts of chewing-gum to the transient trade. Constant demands for Wrigley's Spearmint provoked in Mr. Jewell a desire to handle it, and he accordingly wrote to Mr. Wrigley for a case and suggested an agency.

Mr. Wrigley replied that the price was \$48 a case, and that when he got the money the goods would be shipped. Possibly to his astonishment he did get the money, and presently the money for another five cases.

This injected into the Wrigleyan mind an impression that Mr. Jewell was a live man, and accordingly Mr. Wrigley came over here and inquired whether the gum-chewing habit could not be inflicted on the British public. British people, he pointed out, were old

enough to vote, they wore boots and clothes, and ate three meals a day. What was the matter with their chewing gum? Everybody whom he talked to discouraged him and said that there was no market for chewing-gum in this country. However, he laid heads together with Mr. Jewell, who put some of his own money in, and they formed a company. Big shipments of Spearmint gum were imported, and in the course of a year the company spent a quarter of a million dollars in advertising, chiefly in double columns, in the popular dailies and evening papers.

THE FIRST DISTRIBUTION PLAN

Obviously it would not have been efficient to spend money at this rate without securing trade representation. Mr. Wrigley conceived the idea that the way to get trade started was to give the retailers enough goods to supply the first demand. Accordingly, he set out and gave anyone who would take it a box of 20 packets, and assured him that the advertising would sell the goods. After this more could be bought.

But the retailers did not buy more. The retailers did not do anything to help the business. They argued that what they could get for nothing must be just about worth nothing—though some of them managed to sell the cases unbroken for small sums.

They would not have done this if a certain demand had not been created. But it was not a widespread demand as yet. The advertising bills were not recovered in sales, and at the end of the year Mr. Jewell took hold of the trade-distribution work.

His scheme was to give the retailers an interest in making a show of the goods. Accordingly he prepared a standard package.

Where a retailer ordered a box of Spearmint, he got the box he ordered and another box free—two boxes for one—together with a good collection of dummies, cards, and other materials for window show, and an explanation that by using these he would not only get the profit on the Spearmint which he had paid for, but also be able to sell the duplicate lot which was given him for nothing and would represent clear profit.

This produced a considerable boom in sales. The window shows were on the whole conscientiously used in good-sized shops. A certain amount of curiosity was created, and people began to buy Spearmint.

But, although there was a decided boom in this second year, the habit had not been created. All that had been done was to awaken curiosity, and the truth about chewing-gum was discovered, namely, that the people with the most money had not been ripe for the inculcation of a new habit, and that the bulk of the sale was coming from the working classes.

POPULAR TRADE CAPTURED

Accordingly, Mr. Wrigley introduced a small wholesale box of eight packets, each bar separately wrapped, so that small shops could break the bulk and sell chewing-gum for one cent a stick.

Having instituted this reform, he went after the small trade, advertising in a popular style, and making a selling point that chewing-gum with the Wrigley flavor—the flavor that lasts a long time—was a good thing for preventing thirst and fatigue, that it saved a cigarette, and that it was good for the teeth.

The smaller shops began to order a lot of Spearmint, and to-day there is hardly a confectioner's shop, big or little, that does not carry it. Even the big chain stores in the confectionery line, which as a rule will not carry proprietary sweets any more than they can help, carry Spearmint, because the British nation does not produce chewing-gum, and does not know how to make it.

Accessory to the newspaper advertising is advertising on street-cars, and also an elaborate system of big signs attached to the roll-up blinds that are largely used to shade confectioners' windows in the hot weather. Signs advertising other things that a confectioner has for sale along with Spearmint were a great success. A retailer could get a sort of flag sign reading, "Ices, Wrigley's Spearmint", "Teas, Wrigley's Spearmint," and so on. Since the war, a good deal of successful advertising has been done reminding people to send Spearmint to soldiers in the trenches. "Avoid alcohol and chew Wrigley's Spearmint Gum" has been a good headline, and illustrated copy with soldier pictures prominent is doing good work. The Y. M. C. A. realizes the advantage of Spearmint as a substitute for alcohol and cigarettes, and sells it in the Y. M. C. A. tents which have been put up all over the country for soldiers under training.

Thus persistent and persevering advertising, coupled with the discovery of the right method of trade organization, has had the effect of creating, at all events in the working class here, a habit which the British did not formerly possess.

Wm. H. Putnam Resigns from New York "Herald"

William H. Putnam has resigned as advertising manager of the New York *Herald* and joined the staff of the New York *Evening Mail*. He is succeeded on the *Herald* by George Holland, who has been with the paper since August. Previously, Mr. Holland was associated with the Boston *Herald*, New York *Press*, and papers in other cities.

H. H. Hershey Is President of Columbus Ad Club

The Columbus, Ohio, Advertising Club has elected as president, H. H. Hershey, who is business and advertising manager of the Peruna Company.

Clyde Smith with Dunlap-Ward

Clyde Smith has resigned from the Detroit office of the J. Walter Thompson Company and joined the staff of the Dunlap-Ward Company.

Just then a check for \$100 dropped out—

Rather reluctantly the Multi-Metal Separating Screen Company of New York, were persuaded to advertise their "Pulmosan Respirator"—a device which fits over a miner's mouth and nose and prevents rock-dust from getting into his lungs.

"Well, we'll try out a couple of ads in your paper and see how it works," they said in effect.

The paper was the Engineering and Mining Journal and the first ad appeared August 7.

Shortly after "the couple of ads" were run our representative called upon the company to see how things were developing. He found one of the partners opening his mail. From out a foreign letter dropped a check for \$100.

"Send me as many of these Respirators as this amount pays for," ran the message.

It was just one answer out of many to The Engineering and Mining Journal ads. From the first ad alone they received over \$400 direct in cash.

They have signed a contract to use twenty pages in

The Engineering and Mining Journal

One of the five Hill Engineering Weeklies published at 10th Ave. and 36th St., New York City. The others are *Engineering News*, *American Machinist*, *Power* and *Coal Age*. All Members of the A. B. C.

The local advertisers of New York show a decided preference for the SUNDAY AMERICAN by giving to it more display advertising and more money than they give to any one of the other New York Sunday newspapers.

During October, 1915, the SUNDAY AMERICAN printed 1290 $\frac{3}{4}$ columns of strictly local display advertising—an increase of 367 columns over the same month last year.

This volume of business was greater than that printed in the second newspaper by 310 $\frac{1}{2}$ columns.

The money excess over the second paper was \$30,429.00.

The SUNDAY AMERICAN'S volume was greater than that printed in the third newspaper by 558 columns.

The money excess over the third paper was \$54,684.00.

The SUNDAY AMERICAN'S volume was greater than that printed in the fourth newspaper by 627 columns.

The money excess over the fourth paper was \$61,446.00.

The SUNDAY AMERICAN'S volume was greater than the combined volume of the fifth, sixth and seventh newspapers by 467 $\frac{1}{4}$ columns.

The money excess over the combined local display advertising receipts of the fifth, sixth and seventh papers was \$45,815.00.

The character of the local display advertising printed in the SUNDAY AMERICAN appeals very strongly to all of the other Sunday newspapers, for their representatives try very hard to get it.

The experience of New York local advertisers has taught them which newspaper brings to them the greater volume of business. They know the value of each of their home newspapers and patronize them accordingly.

A newspaper is always estimated at its true worth in its Home Town.

Local advertisers know and appreciate the true value of the NEW YORK SUNDAY AMERICAN.

Otherwise, they would not give to it so much more space and such a marked money excess over that spent by them in the other New York Sunday newspapers.

Business men know that advertising must yield a volume of trade to justify the percentage spent for it on the gross business done. This percentage averages, as you know, from 2½ to 5%.

On the basis of the money spent by local advertisers in the NEW YORK SUNDAY AMERICAN, the readers of the paper must return to them a volume of trade in excess of \$20,000,000 annually—the figure being nearer thirty million dollars than twenty.

They know SUNDAY AMERICAN readers DO give them this enormous volume. That is the real reason why the paper gets the greater volume of space and the larger amount of cash.

The preponderance of local display advertising is attractive to general advertisers because they have given to the Sunday and Daily American an excess of 70% in cash this Fall over last Fall.

The newspaper that stands the strongest in its own community is the most valuable medium for general advertisers to use.

That is as true today as it always has been—and it always will be true.

New York American
DAILY and SUNDAY

Member Audit Bureau of Circulations

Friend Competitor— What He Missed

How Harden showed his chief that country trade could be secured and overhead expense thereby be cut down.

"Hold up, Harden, don't show me all those figures," exclaimed the president, waving the sales manager's papers aside. "What's the net of it? We make good tools, our prices are right, but that Keen Edge crowd are cutting in on us with their special prices and quantity shipments."

"You're right, they are," replied Harden, "and it's getting worse. We're all scrapping like hungry dogs, all trying to get the same trade."

"My figures show we're all working like Sam Hill to get the city business, and nobody's going after the country trade. There are forty-two million city folks and fifty-two million country folks. Competition gets worse in the cities every day, so I want us to be first to go after country trade, where we'll have clear sailing for a while, anyway."

"But, Harden," objected the president, "are farmers good buyers?"

"Well, they buy 72% of all the automobiles—does that answer you sufficiently? Or do you want to see my figures proving that the average farmer buys more than

twice as many tools as the average city man, that he buys quality trade-marked goods when he knows about them, that our trading center dealers are already selling some of our tools to their country trade and want to sell more, that it wouldn't cost us more than \$10,000 to \$12,000 the first year to start building ourselves in the country, that"—

"Hold on, Harden, if you've got that much figured out, I know you've got the rest of it all worked up, too—so go ahead, and be quick about it, before somebody else gets started."

You will get the facts, the real basis for Harden's campaigns by reading the same publication "Gumption," which helped him solve his rising-cost-of-sales troubles.

"Gumption" is full of common-sense about country selling, with dull statistics left out. Your copy is ready.

Write to The Farm Journal, Philadelphia, explain your problem and ask for "Gumption." Be sure to say who handles your sales work and give the name of your advertising agency.

And remember that The Farm Journal is the only farm paper with over a million circulation. 93% of it is concentrated where you do the big bulk of your business.

You have time to consider matters fully—January Farm Journal closes December 5th.

(Advertisement)

Retailer Tells Why He Boosts or "Knives" a Brand

Some Plain Tales from Behind the Counter

By G. I. Schreiber

Druggist at Newark, N. J. (449 Broad Street)

[EDITORIAL NOTE.—PRINTERS' INK believes that Mr. Schreiber is entitled to the floor to have his say about some things which, as he puts it, "have made him ache." According to his letterhead, Mr. Schreiber, besides handling drugs and allied lines, is agent for American Druggists' Syndicate, Eastman Kodak Company, Belle Mead Sweets and National Cigar Stores Company.]

Editor of PRINTERS' INK:

I HAVE just finished reading the article, "What Is the Value of Your Trade Relations?" by S. C. Lambert, in your issue of October 28, and I just couldn't resist letting you know how it impressed me and the train of thought it started.

I read many things in PRINTERS' INK that just make me ache to write about, but not being given much to writing, I do not feel very competent in voicing my thoughts in this manner. Besides this the thought that the lone little voice of a small retail druggist would not carry very far alongside of the well-known and influential men writing for your publication has also weighed against my writing you. The following may not be worthy of receiving the light of publicity, but I believe I will feel better after I have written it, so here goes.

In the first place, Mr. Lambert must certainly be congratulated. To my mind he either has been in the retail or wholesale business himself, or has had the opportunity of associating with one or both and has made much of his opportunity. I am wondering how many of your readers there are who, instead of making a study of this article to see whether it does not apply to them, will read it over once and think, "Mighty good stuff," and let it go at that. I know many a concern whose goods I am selling and who have contributed some of the extremely interesting articles ap-

pearing in your publication, who could and would get more of my business if they would show an intelligent appreciation of the problems that daily confront me.

Mr. Lambert portrays very graphically the fate of numerous concerns who, acting on the belief that they were I-t, with a capital I, found to their sorrow, after the trade got through with them that they were N-i-t. The capital I shrunk to a little one sandwiched in and crushed by the other two. A sad, sad ending, but only what they so justly deserved. In his article he touches on some concerns dealing with the drugstores. He doesn't mention any names, but every druggist knows what concerns he refers to. Personally, I do not believe in hiding names, but I can appreciate Mr. Lambert's reasons for not disclosing them. I believe, however, that any concern that makes a mistake should know of it. Writing directly to a firm seldom does any good, as it is simply turned over to a correspondent who, in a perfunctory manner, sends what he believes is a clever letter, full of soft soap and plausibility, but which aggravates instead of soothes the feelings of the man who gets it. I know, because I have had the delectable experience of getting a letter that has about as much to do with my complaint as I have with the weather.

CLASSIFIES CONCERNS IN FOUR DIVISIONS

The concerns I do business with just naturally fall into four classes:

First. In this class are the concerns who merit our co-operation.

Second. This class comprises those concerns to whom we are indifferent.

Third. In this class are the concerns who merit our antagonism.

Fourth. The concerns in this class are the enemies of the drug business.

I will take the second class first, as we can get through with them very easily. From time to time we are solicited to buy new preparations which are simply designed to add another to a class already well filled. There is nothing new about them but the name, and it is a matter of indifference to me whether they succeed or fail. We are entirely passive in the matter, and give neither our co-operation nor our antagonism.

For example: I was very much interested in the article by the founder of the Sterling Gum Company, but simply from an advertising standpoint. From a merchandising standpoint, I have no interest in the gum whatsoever. It is merely another gum, offers us no bigger profit than any of the others, and if it sells better than Wrigley's, or Beech-Nut, or Adams's is a matter that interests us very little, or if it sells not at all we should worry. Personally, I am impressed with the style of the advertising of Sterling Gum, and, believe me, if they would come along with a proposition that would show that they are thinking of me, the dealer, they could have my services, my clerk's services, and my window, and it wouldn't cost them a great deal to get all this. By just simply giving the dealer a little more profit than the other manufacturers, they would jump from the second to the first class, and we would both gain by it. . . .

Merely to furnish a concrete example: I just got back to this letter after waiting on a lady, who, among other items, asked me for some gum. She didn't specify, and as it is a matter of indifference to me what gum she took, I mentioned all the different kinds, and she chose Wrigley's. Now, suppose I was interested enough in Sterling Gum to *desire* to sell this in preference to any other on the market. She certain-

ly would have gone out with Sterling Gum and no other.

I am willing to wager a good sum that out of every ten boxes of gum sold in my store we could sell eight of an advertised brand that we could make more profit on. Some day one of them will wake up, and then good-bye to the rest. I am really surprised that the head of the Sterling Gum concern has not already been on the job, because, being connected formerly with Eli Lilly & Co., he ought to know that it is their co-operation with the druggist that has caused their success. It may be that he thinks because this is a five-cent proposition that it doesn't pay. If so, he ought to step into my place some day and I can enlighten him very quickly on this point. I simply pick out this gum because they are just now advertising so much that you can't get away from it.

ADVERTISERS WHO ANTAGONIZE THE TRADE

In the third class are those who by their advertising antagonize the trade so that every chance we get we go for them. It may be because they sell their goods to the chain and department stores at a lower figure than they sell to us, so that they can sell at such a low price that it pays the druggists to buy these items from the chain stores and department stores instead of through the regular channels. It may be because they endeavor to give the public the impression that every druggist is a substitutor, and a crook, and that they are the only honest people that the Lord in His infinite wisdom created. It may be that they do not believe in giving us a living profit, which is so common amongst the manufacturers selling through drug channels that the motto adopted by our National Association is "Live and let live." One would think that conditions in a line must be extremely bad when a motto like this must be displayed on all our stationery and special attention drawn to it in the editorial columns of our official journal.

Why they are so foolish is what

I can never understand. It seems to me that they ought to look on the men who sell their goods as partners, and surely a partner is one with whom it pays to be on good terms. Perhaps they think, as Mr. Lambert says, "that they have the world by the tail." But we are not helpless, and, personally, when anybody hits me, I hit him back, and this is human nature and you cannot get around it. Here is a recent incident as an example. A man comes in for a certain cold remedy, said remedy always in their advertisements shouting beware of the substituting druggist. The only way I can get back at them is to discourage the use of the remedy. I would be satisfied to put this concern in the second class, but they won't let me. Being an advertised article, I am willing to hand it out without any showing of animosity, but unfortunately I am so constituted by nature that I just simply cannot give the other side of my face when one side has

been slapped, so I proceed about as follows:

Mr. Man has asked me for the cold remedy, and while I am wrapping it up I say very nicely, with just the right amount of sympathy in my voice, "What's the trouble, caught a cold?" Now, this is, of course, a foolish question. I don't imagine for one minute that Mr. Man is buying the cold tablets to put in his gun to shoot rats with, though they might do this very thing, come to think of it. But it somehow doesn't strike Mr. Man as foolish. It shows him I am a man with a heart and interested in his troubles, and he immediately starts to tell me how he got the cold, how long he had it, how many children his father had, the disposition of each one, and Mr. Man goes out with a substitute.

As long as Mr. Manufacturer gives me and my brother druggists the name we may as well have the game, and the profit. I seriously object to anyone calling

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

me names and this is my method of showing my objections. I have read many articles on the subject inspired by the ones whom this method of selling goods hurts, but I do not feel that I am a substitutor. Mr. Advertiser might call me a substitutor if I gave this man something he didn't want, but I call it the same kind of salesmanship that induces a dealer to switch over to another line after he is sold on some other. When Mr. Man has a cold which Mr. Advertiser has no share in creating he was fish for the first fisher whose bait he swallowed. If Mr. Advertiser was never born, this man would have had the cold just the same, and he would have looked around for something for his cold just the same. Mr. Advertiser sold this man his remedy, *but he wasn't a good enough salesman to stand the right kind of competition.* It is too bad that I must compete against this manufacturer, but he is the reason, not I.

THOSE WHO CUT PRICES TO CHAINS AND DEPARTMENT STORES

In the third class with the above are those who cut their prices to the chain and department stores. Those who are particularly flagrant in this respect we punish by not handling their goods at all. In this class are also those who for slight reasons, and sometimes for no reasons, raise the price of their goods so there is no margin left, and who show they do not favor our injunction, "Live and let live." Without doing anything in concert that could be legally called restraint of trade, the druggists have succeeded in placing a few of the big ones on the carpet. Some of the concerns that were selling their goods by the carload are never heard of any more, and the druggists are the ones who put them there. It is a pretty bad thing for a concern when it does anything that causes druggists to talk against it, whenever and wherever they foregather.

As an instance: A certain manufacturer of tooth paste saddled the so-called war tax on cosmetics

on to the druggist in this manner. Being a 25-cent article, they are required to place a stamp costing five-eighths cent on each package. The cost to them is seven and one-half cents a dozen, and they raised the price 25 cents a dozen, evidently charging us 17½ cents for the labor required to stick the stamps on the package. From a passive handler we have been forced into an antagonistic handler, with the result that sales of this tooth paste in my store bear a very, very small proportion to the number of calls.

WHY HE CEASED HANDLING A BRANDED CANDY

To show what a powerful force the dealer can exert I will give another instance: For 15 years I have been pushing and featuring Apollo Chocolates. My store was the first store to handle this candy in the State of New Jersey, and my purchases were the second largest in this city, if not in the State. The store that I know sold more of this candy than my store was induced to handle this line by the man I worked for in this very store, who went to work for this other party. The party that bought more Apollo Chocolates than I did is Mr. Holzhauer, one of the best-known druggists in this State, and his store is on, what was stated in an article in the *Saturday Evening Post*, the second busiest corner in the United States. For a matter of 10 years Mr. Holzhauer had been pushing Apollo Chocolates, and through these two stores as a nucleus the sale for this candy has spread all over this section of the State.

One Friday evening I picked up the local paper and there I saw that the Riker-Hegeman Corporation would, on the following day, give "Free with all sales amounting to \$1.50 a 40-cent box of Class A Apollo Chocolates." Now, I have nothing against the Riker-Hegeman Corporation selling Apollo Chocolates. They sell many things that I sell, and it's part of the game, and the best one will win. But when a few of the regular customers said to

Year After Year Because It Pays

572 advertisers used 375,392 lines in 1914 in Collier's.

The same 572 advertisers used 584,223 lines in 1915.

The same 572 advertisers have already ordered 174,136 lines in 1916.

(Oct. 15th figures)

5¢ a copy
Collier's
THE NATIONAL WEEKLY

A. C. Z. Hammesfahr

Sales Manager of Advertising

"A Wonderful Inducement for Our Customers"

POOLE DRY GOODS COMPANY

Springfield, Mass.

October 30, 1915

We wish to go on record as saying that we consider The Sperry Magazine a wonderful inducement for our customers. They like your stories and all await anxiously for the next number.

We wish to thank you for such an excellent magazine and would like very much to increase the quantity from 5,000 to 10,000. Ten Thousand would be nearer the number of magazines we could use each month.

Yours very truly,

JCP/AAD

POOLE DRY GOODS CO.

The Reader's Viewpoint

Chicago, Ill., Nov. 4, 1915

Your receipt (50 cents for a year's subscription) received. Your magazine already certainly gives more than it ought to for the price you charge. Being very enthusiastic over your magazine, I have already turned over several copies to friends. Hope some of the names enclosed will bring you subscriptions. Will do anything I can to boost your magazine.

(Signed)

ANNA LINDBERG,

2504 Wentworth Ave., Chicago, Ill.

¶ These letters fairly express the opinion of hundreds of the most progressive merchants in America, and of hundreds of thousands of enthusiastic readers, many of whom are subscribing.

¶ **INCREASE Your Sales** by taking advantage of this hearty Dealer-Co-operation in advertising and featuring The Sperry Magazine each month and the enthusiastic Reader-Interest of 500,000 intelligent Women-Who-Buy.

Purposely, rates are low.

May we give you details?

THE SPERRY MAGAZINE

Two West Forty-Fifth Street - New York

WILLIAM STARR BULLOCK, *Business Manager*

me, "I guess I'll get my Apollo Chocolates down at Riker's this week, they won't cost me anything," I couldn't help but see where this kind of business was going to go against me. Here for 15 years I had been pushing this candy, and now the customers that I had made, the customers whom I had induced to try this candy in preference to others on the market, were going where they could get the candy for nothing. It developed afterward that Mr. Holzhauer, and many others of my brother druggists were thinking in the same groove, and we acted accordingly. I quietly looked around for a good candy worthy of taking the place of Apollo, for I will say that Apollo Chocolates cannot be beat. I found their equal, however, after trying out numerous other makes. A peculiar coincidence is that although I haven't seen Mr. Holzhauer so we could talk the matter over, as we know each other well, I notice in passing his place in the car that he is pushing the identical brand of chocolates that I am, to take the place of the old. Here is a case where a concern of the first class degenerated, according to my classification, into the third class, and it will not be very long before they will be in the fourth class. If they would have taken care to see that the Riker company sold their goods so that their old customers' trade would not be broken up, then they certainly would have been the gainer. They would have been able to sell their candy through Riker and we would have sold just as much. Now they are selling Riker and not selling me and others. Many a salesman would count himself lucky to get my candy account, and where my bills run in the hundreds, Mr. Holzhauer's bills run into the thousands.

In the fourth class, we place those concerns whose goods we will not sell under any circumstances, no matter what the demand. Our reason for this is usually because the goods are not such that a respectable druggist can sell them, and I wish that the

newspapers who advertise them would feel that they are lacking self-respect when they demean themselves by accepting advertisements for preparations that any intelligent advertising man can see are fakes pure and simple. I asked one advertising man why he accepts such trash, and his answer was, "You can't expect us to furnish brains to our readers." I hope some day his viewpoint will change.

In the fourth class, I might add, would be concerns with whom we have done business and who, like the F. H. Roberts Company, who make the Apollo Chocolates, have fallen by the wayside. Personally, it feels like parting with an old friend to sever connections of 15 years' standing, but they are rated according to their class, and I never let business interfere with my feelings, unless there is a moral issue involved.

CONCERNS THAT EARN RATING IN FIRST CLASS

The first and best class we leave for last. It is easy to see by the foregoing what concerns we place in the first class. Those concerns who have proved that they stand for a square deal and are working for the dealer's interests can have any part of the store or windows for display, my services are theirs, and my clerks' time is at their disposal. I look upon them as friends of mine and stand willing at any time to demonstrate my friendship.

Sad to say, there are not many concerns that I can count as my friends. There are only just about enough to cover the fingers of one hand. They are as follows: Eastman Kodak Company, American Druggists' Syndicate, Eli Lilly & Co., Palmer's Skin Success Company, Ingersoll Watch Company, and perhaps the new candy company. Just five concerns out of the hundreds of concerns whose articles we sell! Isn't there something wrong with the viewpoint of all these people who cannot see what a tremendous field there is, requiring merely some intensive cultivation? When I look at the numerous ad-

vertisements in the various magazines, I often sigh and think what a waste. If only some of the advertisers would make the dealer a proposition that would show that they realize what a dealer is up against, how much easier it would be for us and for them! As it is we must class them as second, third and sometimes fourth, when we would so like to class them all as first.

Well, I imagine that you must feel rather tired of all this outpouring. I have gone over it, and in writing it does not seem near as good as I thought it would be, but I will let it go through just the same. I have mixed the I's and the we's so that it will be hard to tell who is writing this, but let it stand, as it is getting late. If you think your readers will be interested, go ahead and print it. If you do, I hope you will trim it up a little so it will be better than it is at present. If you do not care to print the names mentioned, you can eliminate them. So far as I am concerned, I think it will carry more weight to give the names. Everything I have said is the truth, and the truth is always safe to print. I am,

Sincerely,
G. I. SCHREIBER.

Was Lack of Advertising Responsible?

The report of the Chicago & Alton Railroad for the year ended June 30, 1915, showed a decrease in passenger traffic of 7.03 per cent as compared with the previous year or, expressed in dollars, \$290,395. The same report shows a decrease in traffic expenses of \$75,629 and states that the main item in this decrease was the smaller outlay in advertising.

The Chicago & Alton conducted an aggressive advertising campaign in 1913-14, to build up passenger patronage, but abated somewhat its activity in this line during the period covered by the current report.

Music Publisher to Use Magazines

Another big "consumer" advertising campaign in favor of popular music is announced, this time by the Waterson, Berlin & Snyder Company, of New York, which is using a list of leading magazines to feature three current successes, "Araby," "When I Leave the World Behind" and "I'm Simply Crazy Over You."

When Misfortune Became Opportunity

The General Fireproofing Company, maker of "Allsteel" office equipment, recently opened an office and display room in Boston, on Federal Street.

The window displays were interesting and attractive—too much so in the following instance. An "Allsteel" filing cabinet was shown with the correspondence drawer open and five one-dollar bills projecting from different parts of the alphabetical divisions and over all the sign:

"How do you file your money?"

Your records are valuable.

Protect them in 'Allsteel' Cabinets."

Of course, the money attracted attention and recently in the middle of the night someone decided he would "crib" the display. He, therefore, smashed the show window with a rock and stole the five dollars.

About seven o'clock the same morning the manager saw not only a broken window and trouble, but likewise opportunity, and in a few minutes a 2x3-foot sign, hastily prepared, but legible, appeared in the window reading:

"They smashed this window to get part of our display. If our goods are as good as that you'd better investigate. Our valuables are kept in General Fireproofing Safes—so we should worry."

Soon Boston men going to their offices from South Station began to note and wonder, and all day long groups stopped to look—and stayed long enough to view the rest of the window display.

The next morning the same crowds saw that the plate-glass window had been replaced by a new one and inside where the sign had been was a life-size stucco bulldog with one paw firmly planted on five crisp one-dollar bills and a neat sign reading:

"They came back home."

This is all true, excepting that at this writing, the original five dollars are still missing.

Appropriation Goes in Other Direct Advertising

PRATT & LAMBERT
INCORPORATED

VARNISH MAKERS

BUFFALO, N. Y., NOV. 4, 1915.

Editor of PRINTERS' INK:

We note an article in the last issue of PRINTERS' INK stating that we had given up our house-organ "Varnish Talks." While we have given up our house-organs "Varnish Talks," which goes to painters, and "Selling Power," which goes to dealers, we have taken the appropriation for them plus an additional amount and expended it for direct-mail features of a more commercial order going to painters and dealers.

PRATT & LAMBERT, INC.

To Advertise Timetables

The American Traffic Association, in convention last week at French Lick, Ind., decided to revive the old custom of advertising the time of arrival and departure of trains in the newspapers.

Eugene Field

lives again in



Thos. Augustine Daly

*America's Foremost
Poet and Philosopher
of the City Streets*

The Latest Addition to the Staff of

THE EVENING LEDGER
PHILADELPHIA

Who is Tom Daly?

For most American newspaper readers, a needless question.

Thousands upon thousands know and love our TOM—roseate realist, poet, philosopher, humorist, romanticist of the city streets.

Perhaps he is best known for his poems in Italian and Irish dialect—poems that bare to us the sentiment, the music, the humor and the pathos that lurk in the soul of the stranger within our gates.

TOM DALY is the man who can see a reincarnate "Michael Angelo" in an Italian barber or discover "Garibaldi's" heart beating beneath the coat of a homeward bound reservist.

His pen points out to us a tongue-tied "Burke" or a dumb "Tom Moore" in some untutored Irish lad fresh from the "ould sod."



Great was Eugene Field. But his pen is now laid by.

TOM DALY is yet among us. His lyric power is growing. Many observers believe that Eugene Field's mantle has fallen upon Daly.

What Daly Means to Philadelphia Readers

As a native Philadelphian, Daly comments on Philadelphia men and manners. Philadelphians see themselves and their haunts and habits through the whimsical spectacles of our "TOM."

And whether he writes of the people of "Little Italy" or of the great folks that dwell in the mansions of Rittenhouse Square, his comments will be mellow with that true humor that is born only of broad understanding and kindly tolerance for small faults.

The writings of this gentle student of human nature appeal to every reader who has within him a spark of human kindness for his fellowman.

As F. P. A., of the New York "Tribune," said of Daly's work years ago: "Occasionally in spite of popularity a thing has merit. Sometimes the 'general' like caviare. To please the motorman without writing down, and the college professor without posing, is about as far as ambition goes—as far as it need."



WITH the present excellence of the various news services among *good* newspapers, circulation must be increased largely on features and prestige.

In Philadelphia, the EVENING LEDGER prestige is a matter beyond question.

The addition of Thomas A. Daly, America's bright, new "columnner," to the LEDGER staff of regular contributors is proving a circulation builder, phenomenal even among features that have brought the EVENING LEDGER one of the fastest growing circulations in newspaper history.

Advertisers and advertising agents who do not consider the EVENING LEDGER—or preferably the PUBLIC LEDGER—EVENING LEDGER in combination—are overlooking one of the best advertising opportunities in the market.

The EVENING LEDGER, 100,608 daily circulation, *20c per line*

The PUBLIC LEDGER, 60,000 daily circulation, *20c per line*

Both papers - - 160,608 daily circulation, *25c per line*
PUBLIC LEDGER, Sunday edition, 115,000 circulation,
20c per line

Thomas A. Daly's verse and prose appearing in the EVENING LEDGER are syndicated for use by newspapers in other cities, the matter of interest to Philadelphians alone being eliminated. Further details on request.

EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

Lessening the Waste in Dealer Helps

Joseph Schaffner and Other Advertisers Tell of New Plans and Methods for Making Sure Dealer Helps Are Used

[EDITORIAL NOTE.—This is the second of a series of articles describing the dealer helps that are being furnished to advertisers this fall and the methods used in distributing them. The articles are based on a careful inquiry among selected advertisers and dealers all over the country and in every line of business. The first article appeared in the issue of October 28th and dealt with the new tendencies seen in this fall's dealer material. Succeeding articles will cover other phases of this form of advertising.]

IN a preceding article mention was made of the advances this fall in the way of controlling the waste of dealer helps. While it is not possible to summarize these newer methods of distribution into hard and fast rules, it is possible to pick out from the 94 letters received by PRINTERS' INK some of the particularly suggestive methods, and offer them as adaptable examples of what has been done.

Some of these methods will be revolutionary, aiming as they do at glaring errors in present methods of distributing dealer material, but they should be helpful to those advertisers who are already at work on next season's dealer material.

No less an authority on dealer co-operation than Joseph Schaffner, of the clothing firm of Hart, Schaffner & Marx, is responsible for the opinion that the present-day practice of getting out a lot of dealer

material, and then putting it up to the dealer with a grand hip-hooray is all wrong. "There has been too much of the spectacular, the clever, and the insincere about the way most of us have set out to distribute dealer material," declared Mr. Schaffner to a representative of PRINTERS' INK. "There has been too much dealer-baiting, and the dealers not only won't act on it, but it positively riles them up to get what you advertising men call 'splashy' circulars telling them about the business they are going to do, as soon as they put up the dealer helps in question.



See this poster in COLLIER'S and the POST this week.



— for Mr. Rosary

Los Angeles
October 7th
1916

Maybe it will please you to know that we have a "convenience card" filed for you. Completely filled out with your sizes and preferences, the card makes it possible for you to telephone or drop a post-card and get exactly what you want without having to come yourself—though we are always glad to have you call. Your card is not complete in information. Would you mind calling and have a salesman fix it?

Because it is time for heavier underwear prompted us to write you that we may have the right information for your convenience when you are ready to make a change.

—always here you'll find your exact size and the kind you like. There's not a build of man, but what can get what he wants at this home of Hart, Schaffner & Marx good clothes.

Yours very truly,

J. B. Schaffner

Broadway at 6th
Los Angeles

H.B.
—some distinctive
cravatings came in
yesterday!

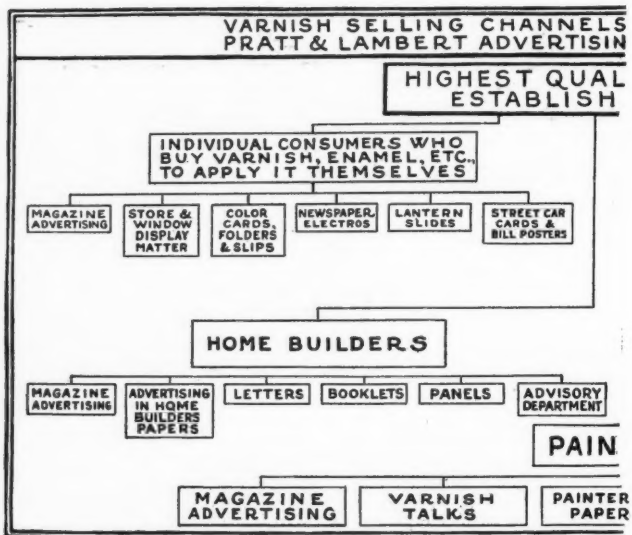
A SUGGESTIVE WAY OF LINKING UP THE DEALER'S STORE WITH MANUFACTURERS' LINE AND ADVERTISING

"We are going at things from an entirely different angle this year. We give the dealer credit for knowing that because something is good for one dealer it does not always follow that it is good for all. We recognize the feeling every merchant has that there is something just a bit different about his store from the average, and in working with him, we approach and deal with him on that basis. Instead of flashing flaring-red headlines under his nose, we reach him with personally written letters.

operation that is a real promise. He can depend on it that any dealer who will write back to him and say he would like to have his material will put it to a most profitable use."

WHEN THE DEALER LIST IS UNWIELDY

At first thought it seems preposterous to think of writing personal letters to thousands of dealers. To the advertising man used to getting out letters in wholesale quantities it seems out of all reason; but when you look on it as a cold



PRATT & LAMBERT REDUCE WASTE BY GRAPHICALLY DEMONSTRATING TO DEALERS

These letters display a knowledge of the exact conditions he is up against. They are personal in every sense of the word. We don't try to lump 35,000 dealers into a melting pot and then proceed to read them a sermon that is 50 miles from hitting the mark.

"When the dealer receives a personal letter from the advertiser he pays some attention to what it says. It appeals to him. It pleases him. And if the advertiser states his case accurately he will receive from the dealer a promise of co-

business proposition it pays. And anything that pays in business is justified. According to a very careful inquiry made by the Sherwin-Williams Company last year the waste in dealer trims was 50 per cent, so you can see that the matter is larger than a mere trifle.

The Sherwin-Williams Company, however, proposes to take up this lost effort this season. "In the face of our investigation, conducted through our representatives," writes C. M. Lemperly of Sherwin-Williams, "we decided

this year to cut down our list of trims 50 per cent, and only furnishing them to dealers who our investigation has proved will use them. By spending the same amount of money on the trims we are able to get greater permanency and beauty.

"Do not understand, from the foregoing, that we believe the plan and idea were not good—in fact, they worked out splendidly as a tie-up for our national publicity and we got exceptional results. From the information we now have, how-

ever, we could have done the same thing at a much lower cost, by eliminating the 50 per cent waste."

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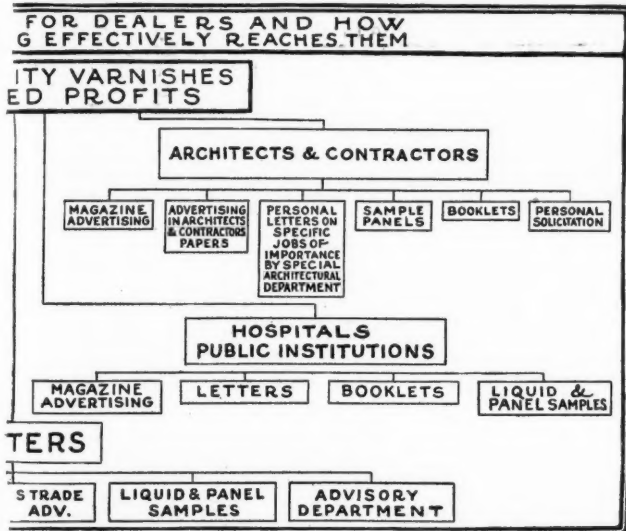
As this experience of the Sherwin-Williams Company suggests, next in importance to the way the helps are presented to the dealer is the salesman. While there are a few advertisers who insist that the salesman should not be bothered with the distribution of advertising material, they are in the minority. Far and away the largest percentage of the 90-odd advertisers approached by PRINTERS'

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for his failure to turn in an advertising report on every dealer called on. The company finds that this penalty gets salesmen to talk advertising to the agents, and the resulting reports give the advertising department an accurate birds-eye view of the field conditions. It also enables the department to get out advertising material that the salesmen want. In this way the waste problem is overcome from the inside.

Robert H. Ingersoll & Brother are another concern that believes



THE NEED OF USING MATERIAL TO CONNECT UP WITH NATIONAL ADVERTISING

waste in dealer material, can be lessened by closer work with the salesman. "Before issuing a show-case last year we put a photograph of it into the hands of all our salesmen and got a vote on it from a number of our dealers," reads a letter from this advertiser. The salesmen and dealer were both enlisted and their opinions asked, not only because their ideas are regarded as being of value, but particularly because it makes them an interested party in seeing that the new help goes "over."

In other words these companies believe that the distribution of dealer helps is a good deal like the distribution of any other merchandise—before a salesman can be expected to go out and sell the article he has to be sold on it. Merely telling him to do something is a long way from getting it done, regardless of what some advertisers might think.

But when it comes right down to making sure that there is no waste in dealer helps, the methods of the Scott Paper Company are about as close to 100 per cent as it is possible to get. This company has for some years encouraged its salesmen to use automobiles to cover their territory. By hard work they got some of the men started and finally one after the other got cars until now the percentage is quite high. This not only makes it possible for a salesman to sell considerably more merchandise on account of the time saved in getting from store to store, but it fits in nicely with the plans of the advertising department. Having a car, a salesman will gladly put in a package of dealer material and take it right over to the dealer and put it up in his store for him. It is very little extra trouble; it will make that dealer's orders larger, and if properly worked the salesman can capitalize the opportunity and get in quite solid with his customer. Advertisers are coming more and more to appreciate the value of the automobile in sales work, and quite a few of them are now allowing salesmen \$50 a month to maintain cars. They find it pays them well in the long run.

But regardless of the part the salesman might play in the distribution of dealer helps, there must always be a certain amount of educational work done on dealers to make them realize the need of tying up their store with national advertising. The dealer must be made to see and realize that the advertiser is not trying to get something for nothing, but the help he gives the dealer is an essential part of a carefully worked out plan.

Pratt & Lambert seem to lead in developing this thought in putting their dealer helps up to the dealer. Instead of "selling" the dealer on the idea of merely using the helps, as most advertisers have done, they make the broader appeal and endeavor to win the dealer over to their entire plan of making sales. To visualize this plan a chart is used, and this in turn is backed up with hundreds of testimonial letters from dealers, architects, painters and consumers. The combined weight of this graphic chart with its backers overbears whatever feeble arguments the dealer might have regarding the plan. He is literally stamped into endorsing it, and that means doing his share in the way of store advertising, and putting in the trial assortment of varnish. This store advertising is unusually striking, in fact the two vitrolite hangers are the most beautiful pieces of dealer material that have come to our attention this fall. They are printed by the offset process, and it would be a cold-blooded dealer, indeed, that could resist the impulse to put the hanger up in his store.

THE ROOT OF THE WASTE EVIL

This leads up to an underlying principle that must not be slighted in planning next year's helps—getting utility value in the material. This was touched on in our first article, and it ought to be emphasized here, because practically every dealer called upon by the representatives of PRINTERS' INK who conducted this inquiry, deplored the impracticability of most of the dealer helps being furnished. The president of a chain
(Continued on page 45)

How TODAY'S Stands With Advertising Agents

Of the twenty advertising agents sending TODAY'S MAGAZINE the most business for 1915 issues, there is not a single agent who has not increased his patronage as compared with 1914.

Seven each used from \$3,151.60 to \$41,094.05 worth of space in TODAY'S—in every case an increase over last year:

Lord & Thomas
Taylor-Critchfield-Clague Company
D'Arcy Advertising Company
Gundlach Advertising Company
H. W. Kastor & Sons Adv. Company
Robert M. McMullen Company
Mahin Advertising Company

The following agents more than doubled their patronage of TODAY'S this year over last year. 1915 business amounting to \$2,406.02 to \$24,273.44 each:

J. Walter Thompson Company
Frank Seaman, Inc.
George Batten Company
Charles H. Fuller Company
Williams & Cunnyingham
Frank Presbrey Company
Mallory, Mitchell & Faust, Inc.
A. R. Elliott Advertising
Chappelow Adv. Company
Ewing & Miles, Inc.

Three agents who did not use TODAY'S at all in 1914, rank among the first twenty in 1915. They used from \$1,979.25 to \$16,051.50 worth of space. They are:

F. Wallis Armstrong Company
Martin V. Keiley Company
M. P. Gould Company

Think what this means!

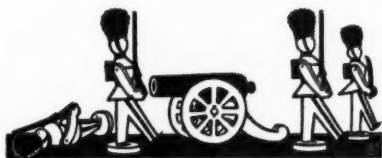
Today's Magazine
461 Fourth Avenue, New York City

Character

"I have taken The Designer for twenty years," one woman writes, "and I would feel I had lost a member of my household without it." Another says, "It seems to fill a spot not touched by the rest of them and I feel lost without it."

Intensely practical departments, smart fashions, wholesome stories, have made The Designer an intimate member of thousands of substantial families.

Advertising and editorial columns share equally the trust of The Designer's readers.



Give War Toys To the Kiddies

So says Secretary of War Lindley M. Garrison in a striking article in the December issue of *The Designer*. Emphatic exception to this martial viewpoint is taken by Mrs. Fanny Fern Andrews, Organizer and Secretary of the School Peace League.

Two Christmas features are a truly beautiful story, "Christmas Dream Come True," and photographs especially taken in Palestine for "Places Which Jesus Knew."

The Designer helps and it entertains. A cardinal reason for its strength is its balance.

The Designer

One of the three magazines known to advertising men as *The Butterick Trio* and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of *The Trio* are the *Woman's Magazine* and *The Delineator*.

16 VANDAM STREET NEW YORK



To buy on a rising market

IT has been a noteworthy fact that mere bulk of circulation has not been the predominating factor in the value of Good Housekeeping Magazine.

Because of this, the opportunity which presents itself to emphasize substantial and material increases in circulation is a doubly gratifying one.

With a new high water mark passed four months before the close of 1915, it is much to the point to suggest that advertisers planning to use Good Housekeeping during the early months of 1916 will be buying on what might be termed a rising market.

Good Housekeeping Magazine

119 West 40th Street, New York City
C. Henry Hathaway, Advertising Manager

of clothing stores in the Chicago loop district, made the dealers' attitude on this point clear. "With the amount of material being furnished me every year," said Mr. Rossbach, "things have reached a point where we cannot afford to use anything that is not above the average in quality, or does not serve some useful purpose."

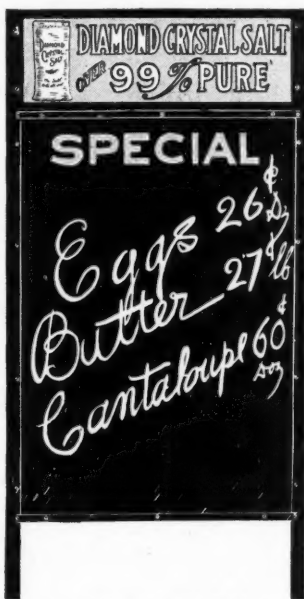
One only had to look through these stores to see what Mr. Rossbach meant. Electric flasher signs, and other dealer helps of the better grade, were very much in evidence and enjoyed preferred position. Inasmuch as this is material that can be moved from store to store, in the long run it is not so expensive as some material that is used a few weeks and then thrown aside to make way for something new.

Another advantage about a dealer help which costs considerable to make, but which is economical because of its long life, is the opportunity it gives the advertiser to actually *eliminate* waste. A case in point is the sidewalk blackboard furnished by the Diamond Crystal Salt Company. Before a dealer is furnished with this blackboard he is required to do a certain amount of local advertising, and of course must have a stock of salt to make good on the advertising. This same method of waste reduction is used by this advertiser in the distribution of its recipe book, "A Hundred and One Uses for Salt." "We enclose a postal card with shipments of salt," explained Gordon W. Kingsbury, the company's advertising manager, "which explains to the retailer that *after* he has displayed a window card we will send him 100 copies of the booklet to distribute to his trade. He has to do something to get them, thus we get around the bad feature of throwing something at him. Under this plan we have distributed close to 2,000,000 copies of this book."

The Pacific Coast Borax Company also writes that it no longer distributes recipe books except on request, and even under that plan, has distributed hundreds of thousands. Most of the requests come in from national advertising, this

being supplemented by a series of five mailing folders sent to selected lists. "This proposition has worked out remarkably well," writes H. G. Stubbs, "and we are on our second edition of both booklets and folders. We order the folders in million quantities."

These are but two of many letters received from advertisers telling of exceptional results from insisting that dealers write direct to them for material. While sales-



THESE BLACKBOARDS COST \$1.50 APIECE AND 6,000 HAVE BEEN PUT OUT

men can help in the distribution of the material and seeing that it is used after it is received by the dealer, most advertisers find that there is a tendency among salesmen to give customers everything in sight: "I'll send you everything," they will say, "then you can use what you like." Salesmen are proverbially liberal with the advertising department's hard-won money. But aside from that, it would be taking a big chance to depend on salesmen to make sure

with the bulk of its more than 700,000 circulation in the territory where farming has been carried to its highest development and where it is uniformly the most profitable.

Many other advertisers feel just the same about Successful Farming and its territory as do the Studebaker Corporation—and many more would if they were thoroughly familiar with the buying power of the agricultural states and used space in our columns.

For the guidance of advertisers who want facts quickly, graphically and accurately presented, we have compiled a set of Definite Data Maps. One of these is shown below. It brings out the point that the "heart zone" is the Nation's greatest livestock territory. Many do not know this and do not realize that in this territory farmers use the most intelligent methods employed anywhere in the world. Instead of selling the grain off their farm they feed the most of it to livestock and thus make a double profit and retain the fertility of their soil.

Would you like a set of these maps?

E. T. MEREDITH

Publisher

Successful Farming

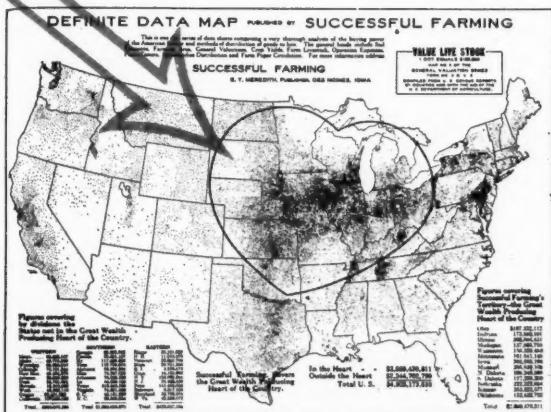
DES MOINES, IOWA

Chicago Office

1119 Advertising Building

New York Office

1 Madison Avenue



A Definite Data Map, showing the location of livestock. One dot equals \$100,000.

every dealer will be properly told about your dealer helps. The Joseph & Feiss Company used to do that, "but," said Charles E. Percy, the sales director, "we have taken the matter entirely out of the hands of our salesmen, and leave them free to devote all their time to selling and closing business."

Of course there are times when this work must be done largely through the sales force, especially if the help is something that might otherwise never be used. For example, makers of auto accessories have found it hard sledding to get garage men to use helps. Such conditions can be nicely met by supplying salesmen with good-will builders which they can pass out to their customers, and their customers in turn will be glad to let them put up anything they want in the office. One such specialty is the pack of playing-cards furnished by the Hyatt Roller Bearing Company. An advertising flavor is given the gift by using a seal on the wrapper stamped: "Hyatt for a QUIET game."

But these are only a few of a hundred methods being used to combat the inclination of dealers to order material and then let it gather dust in the basement. It would take a complete issue to describe in detail the multitude of ways in which different advertisers have worked out the problem for themselves. But the foregoing examples will bear out our opening statement that this matter of waste is largely a matter of thinking out a solution for oneself. If a few have solved or largely solved the problem there is no reason why others cannot do as much.

All indications point to an increasing demand for intelligently planned dealer helps, due, it is believed by men like Mr. Kingsbury of the Diamond Crystal Salt Company, to an increased appreciation of advertising. This mental condition on the part of the dealer, some well-directed co-operation from the sales force and a little thought and inquiry by the advertising department ought to make it possible to do away with waste in dealer material almost altogether, next year.

War Automatically Cancels Advertising Contracts

PARFUMERIE ED. PINAUD

H. & G. KLOTZ & Co.

NEW YORK, November 4, 1915.

Editor of PRINTERS' INK:

In your issue of October 7, on page 112, we noticed that you had a reproduction of an advertisement which appeared in *Simplicissimus* of Ed. Pinaud's Hair Tonic.

We, of course, do not know your object in reproducing this, but assume it was simply a matter of interesting news to your readers, and we believe it would be proper to inform you as to the facts involved.

Our Paris headquarters, in making contracts for advertising in papers published in various countries in Europe, have, as is the usual practice, always made a provision to the effect that any contract would be automatically cancelled in event of war between the two nationalities involved.

When war was declared, our firm officially cancelled all existing contracts by letter, but as you are aware, the means of communication were exceedingly difficult at that time, particularly between France and Germany, and several letters containing such cancellations were undelivered and were returned to our headquarters.

Furthermore, our records show that the most recent contract our firm had for advertising in *Simplicissimus* expired early in 1912 and has not been renewed since.

We assume, therefore, that the publisher of this paper either wanted to fill up his advertising columns or had some personal reason for inserting this copy, which, of course, was unauthorized by our firm.

Trusting that this explanation will place this entire matter in the proper light, we remain,

H. & G. KLOTZ & Co.,

EMILE UTARD, General Agent.

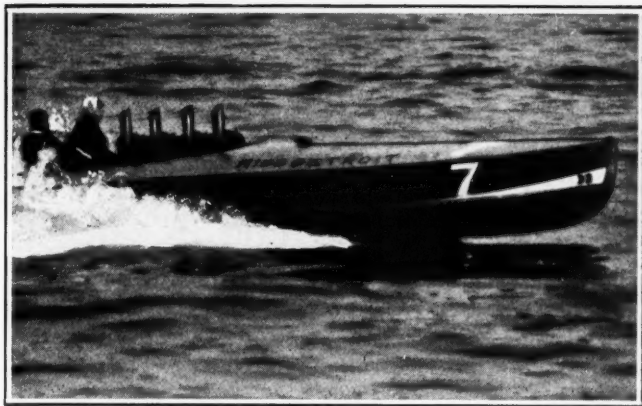
Additions to Mahin's Service Department

Joseph M. Cobb and J. O. Carson are recent accessions to the Mahin Advertising Company, Chicago. The former has been with the System Company for several years, while the latter has been for the last two years in charge of the New York sales division of the Cudahy Packing Company in the Old Dutch Cleanser department. Previous to that he had had agency experience and work in the magazine field.

Doings in Louisville Club

The Louisville Tru-Ad Club heard talks by E. B. Tinsley, of the Tinsley-Mayer Engraving Company, and F. P. Bush, of the Bush-Krebs Company, on phases of the photo-engraving business at its last meeting, held election night.

Caryl Spiller, chairman of the educational committee of the club, has been appointed a member of the Committee on Libraries of the A. A. C. of W.



(From Leslie's World of Sport Department.)

Leslie's has carried more motorboat and marine motor advertising this year than any other general periodical.

This is another instance of Leslie's conspicuous place in the advertising of products purchased by people of more or less better-than-average purchasing power—advertising, too, which is always keyed—always dependent on traced results.

One of the main reasons for Leslie's efficiency is, of course, the distinctive editorial characteristics of Leslie's as a real illustrated weekly newspaper (60 to 70 news pictures in every issue).

Another is the circulation method by which an unusually large number of "rated" subscribers of substantial incomes are secured. This is done by a definite control and checking of subscription circulation, with all the emphasis on and the largest remuneration for quality rather than quantity.

Advertising increase, 10 months, 62,075 lines.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's
Illustrated Weekly Newspaper

Boston New York Chicago

Use Our Organization For Your Profit

The reason that so many of the big mail order houses, edition printers and the larger national advertisers buy their paper through us is simple. We save them money. We can save you money, too.

We have built up a nation-wide organization of men who know the paper business from the bottom up. These men must know how to save our customers money. To hold their positions they must be able to show you how to save money.

Back of this organization is our great buying power. We are exclusive agents for some of the biggest plants in the world. We dispose of the entire output of several big mills. Are you capitalizing this buying power?

It makes no difference to us where you may be located. Ours is a national service. To turn it to your profit, start by getting our suggestions, dummies and prices on your next booklet or catalog. You are in no way obligated.

BERMINGHAM & SEAMAN CO.

***Radium Folding Enamel—Crystal Enamel—
Samson Offset — Elite Enamel — Opacity—
"101" Bond and many other popular brands***

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

Milwaukee

Detroit

Leader in the Industry Shows How Advertising Would Sell More Steel

"More Advertising Money Has Been Spent in Tooth Paste Than All of Us Have Expended in All of Our Products"

By George H. Jones

Vice-pres., and General Manager of Sales, Inland Steel Company, Chicago, Ill.

ENGLAND has raised the greater part of an army of four millions by advertising, using newspapers, billboards, omnibuses and other methods. This was considered the most effective way and its application is almost universal.

This is an object-lesson to the iron and steel manufacturers who have been in the habit of saying about advertising, "When the demand for our products is good there is no need for it, and when the demand is poor there is no use of it."

The steel manufacturers can pave the way to make depressions less severe by stimulating a demand for the products of the steel mills. The way many of us advertise is to place what amounts to a business card in a trade paper and let it go at that. It will do once in a while to call attention to a full list of our products, but it possesses little sales value. We want our advertisements to be read. We must, therefore, give truthful information of value to a prospective customer, and whenever possible the matter should be well illustrated. One product only should be treated in one advertisement. Sizes, quality, capacity and other special advantages we have to offer should be stated and enlarged upon. We should answer the readers' questions before they are asked.

Very few of those who have advertising in charge have the time or inclination to do this work properly. It requires much watchful detail work, knowledge of the printer's art and getting the

copy to the publication at the proper time and ready for printing. An advertising agency can do this well at a comparatively small cost and it brings in a trained mind and another viewpoint. When you consider what you pay annually to the publications in which you advertise and the aggregate of all, it is worth the small extra percentage which it costs to have much of the work done by an expert.

Trade and technical periodicals must not be neglected in making out an advertising programme. A certain amount of general publicity is also necessary, and the public must be informed of the merits of any special product, in order that a demand be created for it, without which the dealer and manufacturer would not ask for it. Pamphlets, booklets, folders, cards, circulars and letters can be successfully used. The personal call is often necessary and the outdoor field could be used to advantage. Catalogues that give some real information and explanations are badly needed. Too often they only represent the mill man's viewpoint and give the buyer very little of the facts and figures he needs. Catalogues are recommended to be of uniform size—8½ x 11 in., and preferably issued in separate divisions covering kindred products.

STEEL BOUGHT INSTEAD OF SOLD

The use of structural steel is due to a demand for it rather than to any effort made by the steel manufacturers to introduce its use. But steel bars for reinforcing concrete are required in the main as a substitute for other than steel construction because the cement

Address delivered at Cleveland meeting of Iron & Steel Institute, held October 22 and 23, as published in *Iron Age*.

manufacturers and the concerns controlling patented bars promoted a large use for their products and in doing so these bars came into being, in spite of rather than because of the steel makers themselves. The tonnage of concrete bars now made by steel manufacturers is of considerable importance to the industry.

The Association of Sheet and Tin Plate Manufacturers last year started a bureau of development which promised well, but it did not materialize owing to the "penny-wise and pound-foolish" ideas of many of those to whom it should have appealed and who were invited to co-operate. Not enough subscriptions were received to justify them in going ahead with the very full and comprehensive programme outlined in their "Memorandum of Plans."

About six years ago five men in the South each put up \$260 into a fund to advertise red gum in an architectural journal, after dint of much hard work on the part of a representative of that journal.

Though they were men of wealth, this \$260 came hard because they really did not believe that anything would come of it.

But the result of that \$1,300 venture was the sale of red gum aggregating \$350,000 with three successive \$2 jumps in price per 1000 ft. in a single year. This campaign has continued year after year, as high as \$40,000 a year being spent in it. The result is the widespread use of red gum wood for fancy interior finish—a wood that had previously been in the railroad-tie class.

This campaign started the Southern Cypress Association into action, and their annual advertising expenditure far exceeds that of the Red Gum Association.

Then came the North Carolina Pine Association, the Northern Pine Association, the West Coast Lumber Manufacturers' Association, the California Redwood Association and, last and largest of all, the Southern Yellow Pine Association. There is now talk of an amalgamation between all their interests for the purpose of financing a mammoth campaign in favor

of wood as against substitutes for wood.

Let us acknowledge that, as a class, the steel industries of the country are the most clumsily and inadequately advertised of all our industries. I almost feel safe in saying that more advertising money has been spent in *tooth paste* than all of us combined have expended in all of our products. And our total expenditure would look like small change beside the bank roll expended annually by the chewing-gum profession, the soap artists or the baking-powder family. Yet steel products as a group are just as susceptible to the power of publicity as any of these, because just as universal in consumption and vastly more important to the public welfare.

HOW NEW DEMAND COULD BE CREATED

Similarly, an educational campaign on steel products will not only serve to protect us against the onslaughts against us made by various substitute products, but it will lead to a great total increase in building operations. Just one case in point: A million farmers now leave their implements out in the fields all winter unprotected by any shelter—steel, wood, paper or otherwise. Our duty to ourselves and to the farmers is to stop this ruinous loss by first showing them their folly, and then giving them practical instruction in the way of stopping that loss by erecting sheet steel shelters.

Another instance: Cash wheat at harvest time averages some cents per bushel lower than its selling price in mid-winter or early spring. This is simply because farmers, with no place to store their wheat, sell it to the local elevators at whatever price they offer. Our duty is to show the farmers how they can vastly increase their earnings by erecting inexpensive steel grain houses and storing their grain on their own farms until demand has caught up with the supply.

Still another typical example: Shelters at cross-road stops of interurban trolley lines. The right

(Continued on page 57)



"Side Lines" for Housewives

"Where can I dispose of old-fashioned patchwork quilts, also of fir pillows, both of which I make?"

"About lunches for office and factory people. Is there enough profit in such a business to warrant my moving and devoting part of my time to preparing lunches?"

"I can do fancy work and iron shirt waists and babies' caps, but do not know how to get customers. Can you advise me?"

"Please advise me extra ways to make money in the notion store I conduct. Store is being made larger. An ice cream parlor has been suggested, but I don't want that."

These are samples of the requests that come to the editor of our Pin Money Department by every mail. Every one is painstakingly and fully answered. Is there any doubt that each woman thus personally aided becomes a staunch friend of Today's? Last year, in this and other departments, we took care of over 100,000 subscriber inquiries; being one inquiry from every eight subscribers.

Sarah Field Splint Editor

Today's Magazine

[This is the fourteenth advertisement about TODAY's editorial policy



“That’s More Like It!”

The small-town mother speaks:

“You can’t wear questionable styles in our town, daughter. People won’t stand for them. Woman’s World Patterns are what you want.”

For the city woman—city styles.

For the small-town woman—styles that won’t raise a riot on the main street.

No matter what you sell the Woman’s World Idea in Patterns has a message for you. Because—

If we suit the small-town woman in clothes we suit her in other things—which means Selling Power.

Did the Idea work out? It did.

In six months Woman’s World Patterns sold more than *three times* those of a famous woman’s journal advertised in Woman’s World for the same period, with the same space and same circulation.

Two Million Small-Town Women—*suit*ed.



Personal Shopping Service

Jane Richmond's Fashion Letter brings unnumbered orders and inquiries from the *small towns*.

Woman's World shops for them. The orders are filled. The questions are answered in a careful, personal letter. We bind our Two Million small-town subscribers to us with the tangible bond of *sympathetic service*.

This is the kind of service that begets confidence in everything we say to them, whether it is Jane Richmond or Charles Dwyer who speaks, or your advertisement.

It is to your interest to make good use of this confidence, to say nothing of our guarantee of your goods. With it we offer—

- (1) A greater Farm Circulation than *any* farm paper.
- (2) A balanced magazine which appeals to *all* members of these same farm families.

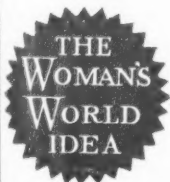
It is obvious that the result is—
the *Utmost* for your money.

WOMAN'S WORLD

"The Magazine of the Country"

286 Fifth Avenue

New York





Business is booming!

Dayton, Ohio.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had two record crops, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

People are living better, and spending their money more freely.

This country has the best money in the world, and more of it than ever before.

Such a combination of favorable circumstances never has occurred before, and probably will never occur again.

Billions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

[Signed]

John H. Patterson

Write for booklet to The National Cash Register Co., Dayton, Ohio

sort of an educational campaign will show these roads how they can increase their traffic by providing this comfort; and if they don't do so, such a campaign will wake up the farming public to demanding it.

No doubt hundreds of other fields lie open to us if we will but learn the vital necessity of harnessing the vast willing and responsive power of educational publicity. The same sort of organized publicity has been done with other products, among which may be mentioned electrical machinery and equipment, gas-making machinery, etc.

The Association of Sheet and Tin Plate Manufacturers in April, 1914, issued a pamphlet entitled, "A Discussion of Fire Prevention in Its Bearing Upon the Use of Non-Inflammable Materials."

It is reported there are 6,000,000 farms in the United States, 10 per cent of which use metal roofing and 30 per cent patented (not metal), and the remainder generally shingles, with perhaps a few tile and slate roofs. This condition can be changed by proper promotion work and patented roofing largely supplemented by sheet steel and tin. Some good work has been done along these lines, but not enough to make much of an impression. The question of fire and lightning comes in here. The perils of combustible roofs are well known, but often forgotten. They should constantly be kept before the owners of farm and other buildings.

The manufacturers of patented roofings, more or less inflammable, spend large sums annually running into the hundreds of thousands of dollars in advertising their goods and have been successful in getting them used, to our disadvantage.

Advertising has made the use of patented roofs possible and the mail-order houses have been liberal and consistent helpers. These feltless "felt" and rubberless "rubber," inflammable "fireproof" roofs have very little excuse for existence and metal roofing should take their place, besides encroach-

ing largely into the percentage of shingles.

The National Hardware Association this year offered prizes for the best essays on "What Constitutes a Good Roof," from the standpoint of metal roofing. The three best essays have been printed in a booklet which is given a large circulation. This is a step in the right direction.

One phase in the extension of the sale of many of our products is the education of both wholesale and retail merchants, especially the retailers and their clerks.

By making them better steel salesmen we can multiply their sales. This is of vast importance because the aggregate tonnage of steel and steel articles sold to the consuming public through retail sources is exceedingly great.

Lumber dealers are now selling steel fencing, steel fence posts and steel roofing. It is not natural for them to do this, but they are merchants first and lumber dealers afterward. They are, therefore, selling what is asked for, and we can help them materially to increase their sales of our products. Modern saw-mills, interested only in the production of lumber in its various forms, are using steel roofing, and in doing so they admit it has advantages over their own product. It is fireproof, lightning-proof when properly grounded, and will last longer when taken care of than any of the materials heretofore used.

LIST OF USES FOR STEEL

Promotion and sales work—comprehensive and extensive—is needed to further the use of steel in the following directions:

Roofing and siding of proper weight in place of patented materials.

Fence posts for railroads, farms, vineyards and other uses. There are probably fifteen to twenty concerns now making steel fence posts and they are commencing to do well, but the possibilities in this line have hardly been touched upon. In bolts—on account of the greater tensile strength and uniformity of structure. In many lines of work steel has come into

its own and may be safely left as it is, but steel could be used in smaller sizes, giving equal strength and less weight, in the following items among others:

Metal Shingles
 Metal Ceilings
 Steel Lath
 Steel Fire Doors
 Steel Window Frames
 Steel Lockers
 Steel Culverts
 Steel School Furniture
 Steel Office Furniture
 Steel Shelving
 Steel Barrels
 Steel Kegs
 Steel Crates
 Steel Packing Boxes
 Steel Telegraph Poles
 Steel Telephone Poles
 Steel Railroad Ties
 Steel Cattle Guards
 Steel Wagon Bodies and Seats
 Steel Wagon Tongues
 Steel Double Trees and Single Trees
 Steel Hay Racks
 Steel Barns
 Steel Hog Houses
 Steel Chicken Houses
 Steel Implement Sheds
 Steel Grain Bins
 Steel Corn Cribs
 Steel Fruit Picking Stands
 Steel Ladders
 Steel Scaffolding
 Steel Warehouses
 Steel Warehouse Boxes
 Steel Boat Houses
 Steel Storage Buildings
 Steel Shops
 Steel Tool Houses
 Steel Foundries
 Steel Repair Shops
 Steel Section Houses
 Steel Oil Houses
 Steel Gasoline Depots
 Steel Garages
 Steel Real Estate Offices
 Steel Labor Dormitories
 Steel Sectional Buildings, for factory extensions, and other purposes
 Steel corrugated sheets for tight fences
 Steel frame work for small buildings
 Steel Tanks
 Steel Silos
 Steel Boats
 Steel Barges
 Steel Burial Caskets
 Steel frames and boards for standing signs
 Steel for mine, timbering and tippie work for main and outbuildings

Development work covering an increase in the use of steel in the various directions in which it could be employed to advantage, might be well undertaken by all steel manufacturers and through them by their customers under the direction of a bureau of publicity and promotion of the American Iron and Steel Institute. This bureau, acting for the interests of the steel business at large and not

handicapped by being confined to the product of any one concern, would be on the watch to determine in what way steel could be substituted for other materials and be prepared to offer suggestions as to the best means to secure the results aimed at. The Institute being recognized as a responsible and authentic institution, could not afford to disseminate inaccurate or unreliable information, nor would it be suspected of doing so. It would be incumbent upon the steel manufacturers to carry out the standards recommended by the Institute and not cater to the demand for underweight and cheapened material.

A series of handbooks on steel and its advantages, issued in sufficient quantities, under the auspices of the Institute and sold to its members at cost, for their distribution to the merchants with whom they deal would be most effective.

The farms of this country offer a vast undeveloped market for a great variety of steel products. A concerted campaign by this Institute, in the influential farm journals, would bring very satisfactory results. This campaign might take the form of offering to the farmers their choice of booklets on certain farm buildings, as for instance silos, implement sheds, roofs, etc.

Such a campaign would involve the expenditure of a large sum in the aggregate, but the share of each member participating would not be burdensome.

I have made no mention of the possibilities in the export business, the exploiting of which is in a class by itself and should be treated separately by one experienced in that particular work.

Posters for Philadelphia Auto Show

The show committee of the Philadelphia Automobile Trade Association has offered a prize to artists and poster designers for a design to be used in connection with the advertising of the Philadelphia Automobile Show of 1916. A similar offer was made last year and the contest was very successful. Fifty dollars will be awarded to the artist whose design is selected by a competent board of judges.

Rulings on the Use of Colors in Trade-Marks

Other Interesting Features of Recent Decisions by Patent Office Executives

Special Washington Correspondence

COLOR in trade-marks, which has been responsible in recent years for various notable controversies as to what may or may not be, has just provided another poser that has resulted in the U. S. Commissioner of Patents reversing his Examiner of Trade-Marks.

This latest ringing of the changes on the color scheme is, in a sense, the most interesting one to date. It grows out of the effort of the Fisk Rubber Company to register as a trade-mark the red stripe or red tread which is the conspicuous feature of its Red Top Tires that have been so extensively advertised during the past year.

The Fisk mark was rejected by the U. S. Examiner of Trade-Marks because he believed that it was too similar in character to a trade-mark already registered for the Goodyear Tire & Rubber Company and which consists of a comparatively narrow blue stripe around an automobile tire tread, suggesting the name "Blue Streak." However, when the case was carried on appeal to the office of the Commissioner of Patents the reviewing authority held that there was as much difference between the Fisk and Goodyear marks as between the Goodyear mark and that of the Republic Company to which registration had already been granted.

But the Patent Office expert put his finger on the tender spot in the whole subject of color in trade-marks, when, after disposing, in his opinion, of the question of similarity of the color marks, he added: "A more serious question is whether the mark (the Fisk red top) amounts to a technical mark or is only a matter of utility or ornamentation. I find, however, on investigation, that there are probably no advantageous properties gained by using red rubber for the tread of a tire in-

stead of ordinary gray vulcanized rubber, the red rubber resulting from that used in the manufacture of gray rubber, and since the red tread might by a proper and sufficient length of use become a trade-mark even though it be ornamental, the point as to whether applicant's use is more ornamental than a trade-mark use will not be raised at this time."

HOW THE COURTS HAVE RULED IN COLOR CASES

Not only in the case of automobile tires, but likewise with respect to pencils, erasers, rope, etc., is there constant and increasing effort to secure trade-mark status for the color of the article itself or some portion of it. Of the trade-mark color cases which have gotten into the courts thus far the most noteworthy are those in which the A. Leschen & Sons Rope Company has figured. In one of these the U. S. Circuit Court decided that a helical stripe or band of uniform width and distinctive color, this color being red and produced by painting one of the strands of the rope, is not a valid common-law trade-mark of a wire rope. In another case in which the Leschen concern was opposed by the Broderick & Bascom Rope Co. a distinctively colored strand or streak was held to be too indefinite a trade-mark.

In the case of *Scriven vs. North* the courts held that a buff strip inserted in the seam of a pair of drawers can not be considered a valid trade-mark, and in *Davis vs. Davis* there was a decision against an alternate arrangement of red and yellow spaces. In the *Waterman* case failure crowned an effort to secure the acceptance of a red feed-bar as a trade-mark for fountain pens, and the Patent Office not long ago refused trade-mark registration for a band painted red and applied to the upper part of a broom.

But although the United States

Supreme Court has expressed doubt as to what extent "mere color" may constitute a valid trade-mark, it will be recalled that the Victor Talking Machine Company was recently granted registration of a purple disc as a mark for talking-machine records. If, in the final disposition of the case, registration is accorded the Fisk Red Top it will indicate that there may be exceptions at the Patent Office when it comes to drawing the color line.

WHY COMMISSIONER NEWTON ALLOWED "STRAT"

With the approach of the season of holiday trade, there may be unusual interest in a decision recently made by First Assistant Commissioner of Patents Newton to the effect that "Strat" may be registered as a trade-mark for a game. "Strat" was refused by the Examiner of Trade-Marks on the theory that it is merely the name given the game and consequently not a trade-mark. In other words he regarded the word as merely a name similar in practice to the name of a book, which latter has been held not to be a trade-mark.

Passing upon this question, Mr. Newton, the recognized trade-mark authority at the Patent Office, said: "I am not prepared to say that a name cannot serve the double function of a trade-mark and also a designating name for a game or other article of manufacture. 'Kodak' is the name of a camera, and yet it is probably a good trade-mark. Some years ago an article was invented and named 'Celluloid' and still this word 'Celluloid' was recognized as a good trade-mark; and so of 'Linotype,' etc.

"Moreover, the courts have upheld 'Pigs in Clover' as a trade-mark for a game; 'Carroms'; 'Sliced Animals', etc. 'Parcheesi' was rejected as not a good trade-mark only on the ground that it was descriptive of the game in the sense that it was the ancient Hindustani name for practically the same game." In view of which findings it was held that "Strat" may be registered.

That the trade-mark machinery at the U. S. Patent Office will slip a cog now and then is indicated by a mild criticism for the U. S. Examiner of Trade-Marks embodied in an opinion handed down when the Omen Oil Company carried its case on appeal to the office of the Commissioner of Patents. The Omen company had sought registration for a trade-mark consisting of the representation of the head of a tiger holding in its mouth a package on which appeared a smaller head of a tiger and the words, "Tiger Motor Oil." The application was rejected on the ground that registration had already been granted to similar marks.

However, in making his point that the idea had been anticipated, the Examiner of Trade-Marks disclosed the fact that registration had already been granted not merely to one mark of similar character but to two—namely a standing figure of a tiger for lubricant in solid form and a tiger in action for illuminating oils. Commenting on the statement that two different registrations had been allowed, the reviewing authority said: "If such be the case it is not seen why both were granted." Continuing, the reviewing authority calls attention to the fact that in the case of J. M. Robinson Norton Company vs. The Royal Tailors—a case which is now on appeal to the Court of Appeals of the District of Columbia—it was held that the representation of the head of a tiger was equivalent in a trade-mark to a full-length tiger standing or reclining.

The policy at the U. S. Patent Office of giving the owner of a registered trade-mark the benefit of the doubt as against an applicant who seeks to register a somewhat similar mark has recently been afforded further exemplification in the case of the Schulze Baking Company vs. Ralph L. Nafziger. The Schulze Company was successful in opposing the registration of "Golden Krust" as a trade-mark for bread because it had previously registered "Butter Krust" with the legs of the

"Original action is more a matter of courage than of ability"

"For every inventor who perfects an idea, twenty
get an equally valuable idea and let it die."

"The most successful salesmen are those
who succeed in firing the imagination of
the buyer."

"Service breeds business. Business
breeds dollars."

"To the man of the crowd,
advertising is a cold, dead
thing of paper, type and
ink; to the man of imagi-
nation it is Opportunity."

"Originality requires
courage. Courage
creates leadership."

Extracts from "Following the Crowd," the first
of a series of twelve booklets on advertising and
business promotion which we shall be glad to
send you as issued. Number one is ready for
you now—waiting merely for your request.

McGraw Publishing Company, Inc.

239 West 39th Street, New York

Electric Railway Journal Electrical World Engineering Record
Metallurgical and Chemical Engineering
Members Audit Bureau Circulations



Merchandising Efficiency

Major E. E. Critchfield, president of the Taylor-Critchfield-Clague Co., contributes this week's business editorials in the Chicago Herald, and his subjects cover points in Merchandising Efficiency.

While Major Critchfield and his associates have had a prominent part in merchandising successes of many kinds, the ability which has won him especial personal distinction is his knowledge of reaching the farmer's pocketbook by putting trademarked articles where the ruralist can buy, and creating the necessary demand for them. His grasp on national selling conditions gives authority to the things he says.

Bigger Better Business

Read these articles daily in the Chicago Herald. They will cover every important subject of interest to manufacturer and business man and will be written by the world's greatest business builders. No sales manager, manufacturer or traveling man should fail to read all of them, and the merchant will find in them much to learn.

Daily on The Chicago Herald's Editorial Page

(More than 200,000 people buy the Chicago Herald daily.)
(They are the sixth largest morning newspaper audience in America.)

K extended in the same way to underline the words.

In giving decision in favor of the Schulze firm the Patent Office authorities called attention to the fact that "Black Diamond" had been rejected as a trade-mark too similar to "Diamond Gem," and that in the N. K. Fairbank Company case "Gold Dust" was deemed too near to "Gold Drop." Then there are the decisions to the effect that "White Cross" is too near "Red Cross" for trade-mark use, and that "Georgia Coon" is too intimate in relationship to "New Koon." In the case of the National Water Company, "White Rock" was considered too near a parallel to "High Rock," and likewise was "White Rock" too reminiscent of "Beacon Rock." In summing up the present dispute over trade-marks for bread the Patent Office arbiter said: "Doubt as to similarity should always be resolved in favor of the prior user as against a subsequent applicant."

EAGLE, AS MARK FOR ICE-CREAM CONES, DECEPTIVE

Another beacon light as to what may constitute or cause confusion in trade has been set up by First Assistant Commissioner of Patents Newton in an opinion just rendered on the appeal of the Borden's Condensed Milk Company. By this opinion the Borden company was successful in opposing the effort of the Eagle Manufacturing Company to secure the registration of "Eagle" as a trade-mark for ice-cream cones. In this controversy the issue lay in whether ice-cream cones should be considered a different class of goods from the widely advertised products of the Borden Company. The Borden Company, for its part, claimed that the newly proffered mark was so similar to the Borden mark that it was calculated to deceive and did in fact deceive purchasers as to the origin of the goods they were buying.

In playing Solomon in this dispute Assistant Commissioner Newton indicated that the Eagle mark might be allowable "if it

were clear that the use of applicant's mark on its goods—ice-cream cones—would not produce any confusion in trade." But, after reviewing the conditions existing, the conclusion was reached that "when it is considered that the only use for ice-cream cones is to hold ice-cream, and that a trade-mark cannot readily be attached directly to the ice-cream itself, but only to the container, it introduces a factor which must be taken into account."

It seems likely that the next few months will see the filing of several applications for the cancellation of trade-mark registrations, as a result of the recent decision of the Court of Appeals of the District of Columbia in upholding the U. S. Commissioner of Patents in his action in cancelling "Nu-B-Ded" as confusedly similar to "Beaded" as a trade-mark for laces. In this case—that of the Barthels Manufacturing Company vs. the United Lace & Braid Manufacturing Company—one of the parties to the controversy made the plea that "Beaded," as used, is descriptive, and hence not susceptible of exclusive appropriation by anybody, but the Court took the ground that it was unnecessary to stop to inquire into this because if "Beaded" be descriptive "Nu-B-Ded" is equally so, and hence not registrable, whereas if "Beaded" is merely suggestive the "No Admission" sign must be put up for "Nu-B-Ded" because it would cause confusion in trade if applied to goods of the same descriptive properties.

"Tub Proof" and "Sun Proof" recently passed muster in trade-mark form, although it was only after the higher powers had overruled the U. S. Examiner of Trade-Marks that the Renfrew Manufacturing Company gained sanction for the mark that had been under suspicion of being descriptive. The complete mark consists of two circles representing the sun, and in each circle a picture of a washtub, the open ends of the tubs facing each other. Across both tubs are the words "Tub Proof," and across

the open end of each tub the words "Sun Proof." The reviewing authority at the Patent Office admitted that the words "Sun-Proof" and "Tub Proof" taken alone might be descriptive of the goods, but took the ground that there is sufficient arbitrary matter in the arrangement of tubs and circles to warrant registration irrespective of the words. All of which may point a moral for advertisers who are unable to get trade-mark registration for descriptive words unadorned.

Chicago Railway Signal & Supply Company drew a refusal at the Trade-Mark Division when it recently endeavored to register a second trade-mark, but when the company protested against this turn-down the higher authorities at the Patent Office decided that the new mark consisting of the word "Chicago," in white letters on a black V-shaped background between two white triangles, the upper one of which bears the words "Railway Signal" and the lower one "and Supply Co.," is different enough from the old mark, consisting of a rectangle having a triangular outer figure. However, in order to gain an official O. K. for this new mark the company has been required to "disclaim" any rights to "Chicago" and "Railway Signal and Supply Co.," as a technical trade-mark when used alone.

ONCE MORE GEOGRAPHIC NAME IS BARRED

Failure of the Appleton Company in its effort to get "Swiss" into the charmed circle as a trade-mark for cotton piece goods is the latest evidence that it is extremely difficult to slip through with a word that is geographically descriptive. Likewise has the ban on the descriptive been exemplified by the refusal of the appeal of the Buescher Band Instrument Company which sought to have the U. S. Commissioner of Patents override his subordinates and grant a certificate of registration for a mark, the chief feature of which is found in the words "True Tone." The firm in question already owns a registered

trade-mark in which the words "True Tone" appear in conjunction with the firm name, a triangle, bell, tuning fork, and other features. Seemingly the present application was designed to gain Federal sanction for a mark in which "True Tone" would be more conspicuous and less subordinate to other features.

The word "brand" may be tacked on to a trade-name without in any wise affecting its trade-mark eligibility—this seems to be the substance of a decision of far-reaching significance that has recently been rendered by the U. S. Commissioner of Patents. The case was that of the Illinois Seed Company and it went to the highest tribunal at the Patent Office on appeal because the Examiner of Trade-Marks would not countenance "Trumpet Brand" (including the representation of a trumpet) as a trade-mark for seeds even though the seed company made a "disclaimer," that it waived any rights in the word "Brand" used apart from its complete mark as above described.

In overruling the trade-mark Examiner in this case, the comment of the reviewing authority was as follows: "Since there is no provision for disclaimers in the trade-mark statute, the propriety of their use at all is doubtful, but since the Court of Appeals and other authorities seem to sanction them I am not prepared to say that they should not be required under some circumstances. In the present case since the applicant has disclaimed the ownership of 'Brand' apart from his illustrated mark it would seem to be going too far to make him disclaim it when used with the rest of his mark since it is not hard to imagine cases that may hereafter arise involving the use of 'Brand' in a similar setting that would be embarrassing to the applicant if he has disclaimed it altogether. It is held, therefore, that the disclaimer is sufficient as it appears."

Louis Hodges, who for many years was with the Frank A. Munsey magazines and newspapers, has joined the Western staff of Paul Block, Inc.



Bell Telephone Exhibit, Panama-Pacific Exposition.

A Wonder of Wonders

"It is the most beautiful and inspiring Exposition the world has ever seen."—President Hadley of Yale, in speaking of the Panama-Pacific Exposition.

EVERY American should feel it a duty as well as a privilege to visit the Panama-Pacific Exposition and view its never-equalled exhibits of achievements in Art, Science and Industry.

In all this assemblage of wonders, combining the highest accomplishments of creative genius and mechanical skill, there is none more wonderful than the exhibit of the Bell Telephone System.

Here, in a theatre de luxe, the welcome visitors sit at ease while the marvel of speech transmission is pictorially revealed and told in story. They listen to talk in New

York, three thousand miles away; they hear the roar of the surf on the far-off Atlantic Coast; they witness a demonstration of Transcontinental telephony which has been awarded the Grand Prize of Electrical Methods of Communication.

This Transcontinental Line has taken the thought, labor and ingenuity of some of the greatest minds in the scientific world. Yet it is but a small part of the more wonderful universal service of the Bell System, which makes possible instant communication between all the people of the country.



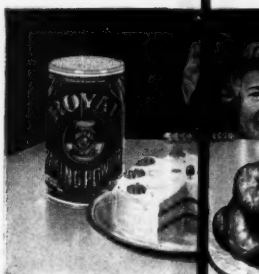
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

PRINTERS' INK



These are three of 1,500 now with us who have used Street Railway Advertisers for five years or longer. The majority of 1,500 advertisers contracted with us for five years—WH

CENTRAL OFFICE
First National Bank Bldg., Chicago

STREET RAILWAY ADVERTISERS

HOMER
Candler Park



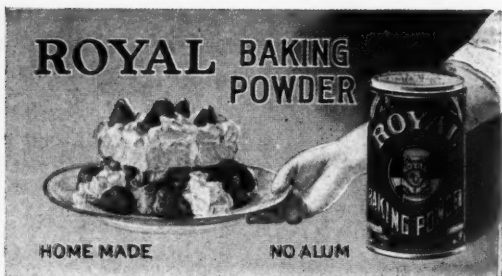
One Policy

AND ASSOCIATED COMPANIES

One System

Universal Service

PRINTERS' INK



of 1,500 Advertisers
ed for Advertising for seven years
y of 1,500 advertisers have already
e year — WHAT'S THE ANSWER?

W. W. ADVERTISING CO.

HONOLULU
Advertiser

WESTERN OFFICE
Humboldt Savings Bank Bldg., San Francisco



THE NEW IDEA IN EDUCATION

The function of the school of today is to **EDUCATE** every School Boy and Girl—to eliminate none—to hold all.

In order to give specific preparation for the work and service which awaits every School Child in after life, vocational subjects are now taught.

In addition to the three R's, industrial, commercial and homemaking courses are included in the curriculum.

There are in the United States today 275,000 School Buildings. Machinery, tools, supplies and equipment of every description are required in the wood working, metal working, manual training and domestic science departments.

What about *your* product? Much of the same equipment is required in the Schools that is used in the large factories and machine shops.

You can reach this field with your product thru

The American School Board Journal

and

The Industrial-Arts Magazine

as *seventy-five per cent* of the purchasing power are subscribers.

Why not investigate? Write us today. We shall give you all particulars, telling you just **HOW** your product can be used in the Schools.

The Bruce Publishing Company

MILWAUKEE

2001 Montgomery Bldg.

WISCONSIN

A Record of Achievement in Co-operative Advertising

What PRINTERS' INK Has Published Concerning This Subject of Increasingly Vital Interest

PRINTERS' INK is handling a steadily increasing volume of inquiries concerning articles which have appeared in its pages during the past five years, on a multitude of subjects which are of importance to advertising men. An advertising agent asks what we have printed about the marketing of silos to farmers; a corporation treasurer wants data on methods of determining the advertising appropriation; a jobber requests a list of articles on the selling of electrical goods; a manufacturer asks for references which will guide him in choosing a trademark for a new product; and so it goes.

The advertiser who is up against a problem which is new to him appreciates that possibly the same problem, or one which is similar, has already been solved by somebody else. If so, the chances are that it has appeared in the pages of PRINTERS' INK. With the aid of the list of references which we are glad to furnish, the advertising man who has preserved his back files of PRINTERS' INK finds that he has a practical encyclopædia of merchandising practice.

Indeed, if one should spend a week reading the inquiries which pass through the research department, he would get a very clear idea of the great variety of problems which the advertiser is called upon to solve, and would be able to pick out certain subjects which are particularly "live"; subjects in which a number of men in widely separated localities are interested at the same time. One of those "live" subjects just now is that of co-operative advertising campaigns, and we have received so many inquiries for data on the subject that we print on the following pages a partial list of references to articles which have appeared in PRINTERS' INK for a few years past. The letters of inquiry

have come from advertising agencies, and from manufacturers in widely separated lines, and indicate a very striking growth of the idea of advertising *an industry* rather than merely sounding the praises of a particular *competitive brand*. One manufacturer, for example, of a product which is pretty severely standardized, points out that the consumer is often driven away from any use of the product at all through the brand eulogies of rival producers.

"Now, specifically," he writes, "I am seeking information which shall show me what has happened in other lines where a somewhat similar condition is true, and where some advertiser has led the way and brought others around to his way of thinking so that all the units in the industry are working for the general good. I believe there is no example where brand advertising has been eliminated, and I do not think this is a wise course. Certainly the subordination of the individual good to that of the group is wise in a field where education will bring about a tremendously increased use and where brand arguments can only change a buyer's preference from one brand to another without increasing the total sales."

Somewhat similar problems are found in many other lines of business, and not a few industries have resorted to co-operative campaigns as the best practical solution. The following list of articles will be useful to those who are interested in developing the co-operative idea still further:

ARTICLES ON CO-OPERATIVE ADVERTISING IN "PRINTERS' INK"

What Assures Success of Co-operative Advertising.—Oct. 21, 1915. Page 97.
Visualizing a Talking Point and What It Accomplished (Cut Nail Manufacturers).—Oct. 14, 1915. Page 39.
Olive-growers Plan to Broaden the Market (California Ripe Olive Association).—Oct. 14, 1915. Page 28.

Co-operative Associations Must Have a Reason for Being (G. Harold Powell, Gen. Mgr., California Fruit Growers' Exchange).—Oct. 7, 1915. Page 27.

Dairymen Join Hands to Advertise and Oust Middleman (Farmers' Dairy of Toronto).—Sept. 9, 1915. Page 32.

Big National Drive on Jewelry Planned by Retailers and Manufacturers.—Sept. 2, 1915. Page 65.

Says Prunes Must Be Nationally Advertised (Address before California State Fruit-growers' Convention).—Aug. 12, 1915. Page 78.

Planning National Campaign for Flowers (National Floral Corporation).—Aug. 5, 1915. Page 66.

Indiana Millers Advertise Guaranteed Flour Co-operatively.—Aug. 5, 1915. Page 64.

One Way to Fight the "Chain" (Retail grocers advertising co-operatively in Louisville).—July 15, 1915. Page 50.

Doubling the California Raisin Crop.—July 8, 1915. Page 80.

A National Campaign on White Pine (Pine Manufacturers' Associations of Minnesota, Wisconsin, Michigan and Idaho).—July 8, 1915. Page 45.

Growth of the Group Idea in Advertising.—June 24, 1915. Page 160.

Railroad and Hotels in Joint Campaign (Chesapeake & Ohio Railway and hotels at Hot Springs, Va., and White Sulphur Springs, West Va.).—June 17, 1915. Page 66.

A City's Banks Join Hands in Advertising (Pasadena, Cal.).—June 10, 1915. Page 62.

Campaign for Electric Vehicles.—June 10, 1915. Page 35.

Hotels Advertise Co-operatively (San Francisco).—June 3, 1915. Page 73.

Lumber to Be Trade-marked (Southern Cypress Manufacturers' Association).—June 3, 1915. Page 40.

Making a Survey of Possible Demand and Developing It (Ice Cream Manufacturers, Chicago).—May 20, 1915. Page 33.

The Olive Growers' Flank Movement (California Olive Growers).—Apr. 15, 1915. Page 103.

Helps Farmer Sell Direct (Southern Express Company).—Apr. 8, 1915. Page 105.

"Rosie Apple" Makes Her Bow (Apple Growers' Association of Hood River, Oregon).—Mar. 25, 1915. Page 70.

Will Advertise Oil (Independent Petroleum Marketers' Association of California).—Mar. 11, 1915. Page 114.

Railroads Advertise to Secure Repeal of Law (Associated Railroads of Pennsylvania and New Jersey).—Mar. 4, 1915. Page 90.

Educating the Public to Dry-Cleaning (National Association of Dyers and Cleaners).—Mar. 4, 1915. Page 40.

Effective Use of Newspapers for Life Insurance Advertising (Syracuse Underwriters' Association).—Feb. 25, 1915. Page 70.

Situation as to Cannery Advertising (Letter from Frank E. Gorrell, Sec'y, National Cannery Association).—Feb. 25, 1915. Page 56.

Proposed Educational Campaign for Coffee (National Coffee Roasters' Association).—Feb. 18, 1915. Page 54.

Combined Campaign for Real Estate Mortgages (St. Louis bond and real

estate firms).—Feb. 11, 1915. Page 50.

Advertising to Correct Defective Crop Distribution.—Jan. 14, 1915. Page 91.

Developing a Market to Absorb Your Maximum Output ("Sunkist" oranges and lemons).—Jan. 14, 1915. Page 37.

Getting Other Manufacturers to Help Push Your Line (Chicago Asbestos Table Mat Company).—Dec. 31, 1915. Page 17.

Educational Campaign for Life Insurance (Cincinnati Life Underwriters' Association).—Dec. 24, 1914. Page 63.

Co-operative Campaign to Remove Popular Prejudice (Chicago Butter and Egg Board; see editorial in same issue, page 84).—Oct. 29, 1914. Page 86.

Effect of Clayton Act on Advertisers (Will Co-operative Advertising be Affected?) (Special Washington Correspondence).—Oct. 15, 1914. Page 49.

Campaign to Save Canada's Apple Crop (Department of Trade and Commerce of the Dominion Government).—Oct. 8, 1914. Page 85.

Advertising by Farmers' Organizations (Florida Citrus Exchanges and other campaigns).—Sept. 17, 1914. Page 55.

Insurance Campaign Fund Started (Southern California Insurance Congress).—Aug. 13, 1914. Page 12.

Some Poor Results Due to Headlessness and Vanity (A Chain-store Man Takes Co-operative Campaigns Apart to Show Weaknesses).—Aug. 6, 1914. Page 78.

More than "Moral Suasion" Needed (Sheboygan Cheese Producers' Federation).—Aug. 6, 1914. Page 73.

A Co-operative Car Wheel Campaign.—July 30, 1914. Page 84.

A National Campaign of "Special Sales (Hurley Machine Company).—July 9, 1914. Page 23.

Cincinnati Merchants to Advertise a Street.—June 25, 1914. Page 13.

How Merchants Helped Virginia Tobacco Sales.—June 18, 1914. Page 32.

Bankers and Advertising (Cook County Bankers' Club, Chicago).—June 4, 1914. Page 40.

A "Come-Back" by Means of Advertising (Black Walnut Manufacturers).—May 28, 1914. Page 59.

Developments in Advertising by Farmers.—April 30, 1914. Page 64.

Large and Quick Results Await Joint Work (By C. F. G. Wernicke, of the Macey Company, Grand Rapids, Mich.).—April 23, 1914. Page 105.

Results of Certain Lumber Advertising (Northern Hemlock and Hardwood Manufacturers' Association).—April 23, 1914. Page 84.

Joint Campaign for Building Associations (Nine building associations in Washington, D. C.).—April 9, 1914. Page 108.

Memphis Tailors' Co-operative Ads.—Mar. 12, 1914. Page 86.

Lumber Association Votes Largest Appropriation (Northern Hemlock and Hardwood Manufacturers' Association).—Mar. 5, 1914. Page 76.

Nation-wide Campaign Eliminating Mongrel Herds (Cattle breeders).—Mar. 5, 1914. Page 23.

The Story of a Business Which Was "Different and Peculiar" (By Roland Cole, Adv. Mgr., Yawman and Erbe Manufacturing Company, Rochester, N. Y.).—Feb. 26, 1914. Page 40.

We have appointed the
WM. J. MORTON COMPANY

Fifth Avenue Building, New York City,
and Tribune Building, Chicago, Illinois,
Special Salaried Representatives of the
Los Angeles Express and Tribune
in the general advertising field, effective
November 1, 1915.

EXPRESS TRIBUNE COMPANY

Los Angeles, Cal.

October 30, 1915. EDWIN T. EARL, Proprietor.

Australia and New Zealand
America's Opportunity

Are you interested in Australia and New Zealand, two of America's greatest export fields? We are in a position to arrange immediate interviews with a director of a live selling organization with local offices in all parts of Australia and New Zealand.

Address

WILLIAM HOPKINSON,

Care, T. B. BROWNE, Ltd.

England's Greatest Advertising Agency

NEW YORK OFFICES—1738-39 Aeolian Hall,
33 West 42nd Street,

New York City

LONDON, PARIS, GLASGOW and MANCHESTER

American Manufacturers Combine to Advertise in Canada. Feb. 26, 1914. Page 23.

Co-operative Effort to Boom Maple Sugar (Vermont Maple-Sugar Makers' Association).—Feb. 12, 1914. Page 54.

Advertising Churches Co-operatively. (By Edwin D. Webb, Adv. Mgr., the Baltimore News).—Feb. 5, 1914. Page 37.

Progress of Advertisers Who Must Be Cautious to Win (By Edwin Bird Wilson, Bankers Trust Company, N. Y.).—Jan. 29, 1914. Page 80.

A Paying Co-operative Advertising Campaign (Electric Vehicle Association of America).—Jan. 29, 1914. Page 66.

Advertising by Industries.—Jan. 22, 1914. Page 187.

Booming Philadelphia as Hardware Center (Hardware Merchants and Manufacturers' Association).—Jan. 8, 1914. Page 85.

Laundry Advertising in Columbus.—Jan. 8, 1914. Page 80.

Co-operative Brick Campaign (National Paving Brick Manufacturers' Association).—Dec. 25, 1913. Page 86.

Magazine Men Start Advertising Campaign.—Dec. 25, 1913. Page 37.

Loan Associations Advertise Co-operatively.—Dec. 13, 1913. Page 82.

\$45,000 a Year for Lumber Advertising (Gum Lumber Manufacturers' Association).—Dec. 11, 1913. Page 128.

How Burley Tobacco Growers Are Selling their Own Brand (Burley Tobacco Company, Inc., Louisville, Ky.).—Dec. 11, 1913. Page 17.

Co-operative Insurance Campaign (Seven Insurance Companies).—Nov. 27, 1913. Page 35.

Story of a Successful Co-operative Campaign (Southern Cypress Manufacturers' Association).—Nov. 27, 1913. Page 17.

Texas Advertisers for Winter Resort Business.—Nov. 13, 1913. Page 58.

How Oyster Growers Interested Retailers (Oyster Growers and Dealers' Association of North America).—Nov. 6, 1913. Page 45.

Raising Funds for Joint Campaign.—Oct. 30, 1913. Page 87.

Publishers Combine to Increase Book Sales.—Oct. 30, 1913. Page 24.

Shoe Manufacturers in Southern Newspapers.—Oct. 16, 1913. Page 98.

The Kind of Advertising the Auto Truck Needs.—Oct. 2, 1913. Page 76.

Organizing to Develop Newspaper Advertising (United Newspapers).—Mar. 13, 1913. Page 78.

Co-operative Canned Foods Movement.—Feb. 13, 1913. Page 22.

Co-operative Sampling. Jan. 2, 1913. Page 76.

Co-operative Advertising to Promote Use of Oysters.—Dec. 26, 1912. Page 46.

Express Companies to Use 400 Newspapers.—Dec. 5, 1912. Page 10.

Swinging Back a City's Lost Trade (Co-operative work of San Francisco department stores).—Oct. 24, 1912. Page 68.

Co-operative Campaign by Trade Press.—July 18, 1912. Page 72.

Plans of Lumber Manufacturers for Retrieving Lost Business (National Lumber Manufacturers' Association).—Mar. 28, 1912. Page 82.

Co-operative Trade Circular and Its

Possibilities.—Mar. 28, 1912. Page 52.

Demonstration Kitchens to Spread Taste for Rice (Rice Growers' Association).—Feb. 1, 1912. Page 69.

Denver's Big Moving Picture Campaign.—Oct. 12, 1911. Page 74.

Seven States in an Advertising Stunt.—Oct. 12, 1911. Page 61.

Uniting to Develop a Market.—Sept. 14, 1911. Page 35.

Manufacturers Unite to Develop Export Trade.—Apr. 6, 1911. Page 26.

How Twenty Men's Wear Makers Are Co-operating.—Oct. 13, 1910. Page 54.

Co-operative Advertising by Machinery Manufacturers (American Supply and Machinery Manufacturers' Ass'n.).—Sept. 22, 1910. Page 64.

How Memphis Organized and Planned Its Big Campaign.—July 14, 1910. Page 64.

The "Raisin Day" Press Agent Fiasco.—May 18, 1910. Page 59.

"Community of Interest" Advertising by Associations.—Jan. 26, 1910. Page 17.

McCann Co. Has Account of Wire Screen Cloth

The H. K. McCann Company, New York, has secured the advertising account of the Reynolds Wire Company of Dixon, Illinois, manufacturer of wire screen cloth.

The account of the Laughlin Fruit Refining Company, Los Angeles, has also been placed with the McCann Company. The advertising of "California Citrus Cream" will appear in a list of Eastern newspapers.

Speakers Announced for League of Advertising Women

Barrett Andrews, of *Every Week* and W. A. Martin, Jr., advertising and sales manager of D. E. Sicher & Co., will address the League of Advertising Women at their meeting to be held in New York on the evening of November 16. Dealer Co-operation will be the subject of the evening. In addition to the two speakers mentioned it is expected that representatives of department stores will address the meeting.

F. F. Dole With "Harper's Bazar"

Frank F. Dole, who has been an exhibitor and breeder of dogs for the past 30 years, and formerly manager of the dog department of *Vanity Fair*, has recently joined the staff of *Harper's Bazar* to take charge of its dog department.

Burt J. Paris in Business for Himself

Burt J. Paris has established an Advertising Service Agency with offices in New York. Mr. Paris was formerly a member of the advertising staff of the Aeolian Company, which position he has held for the past five years.

The Development Of An Idea

The successful development and steady growth of The Knickerbocker Press is simply the evolution of an idea. The idea was that Albany alone could not support a newspaper of the kind which its owners desired to make The Knickerbocker Press, but that Albany, Troy, Schenectady and the Capitol District could and would. The present owners bought The Knickerbocker Press May 20th, 1910. Then it had a circulation of less than 2000. Now it has a net paid daily circulation of over 40,000 and a Sunday paid circulation of about 35,000.

The circulation of The Knickerbocker Press has been built solely on its merits as a newspaper. The Daily sells for one cent within 25 miles of Albany—Troy and Schenectady—and outside of the 25 mile circle it sells for two cents. The Sunday sells for five cents, everywhere. The result is that The Knickerbocker Press is one of the very few newspapers in the United States making its circulation pay. And the "Idea" behind The Knickerbocker Press has just begun its growth.

LYNN J. ARNOLD
President

The Knickerbocker Press
Albany—Troy—Schenectady
And The Capitol District

Dated Nov. 5th, 1915



REIGNING C
BROK

ROYAL
BAKING POWDER
ABSOLUTELY PURE

Some Day—
Mr. Coffee Drinker Will Find
"There's a Reason"

For
POSTUM

ORIGINAL—GENUINE

The Food Drink
Horlick's
Malted Milk

INSIST ON

Heck

Best for every purp

Nujol
FOR CONSTIPATION
The most powerful laxative of the body
Does not irritate and has no bad
effects. It costs less than any other
standard laxative.
What I get for

ALL STRETCH
Wife's BELT
GET THE GENUINE!
Look to make your wife's life easier
and yours more comfortable.
For wife's belt

Pure Clean
Chocolate Candy
Tells you how Children
to buy for themselves and
good for them. They
will love it.
WRAPPED DUSTPROOF
SUGAR
SHELL
12

TOOTSIE ROLLS

Speed — Safety —
Hudson River Del. Line
in 100 ft. in 100 ft. in 100 ft.

We celebrate
**ELECTRICAL
PROSPERITY WEEK**
Come Celebrate with us
for 7 days
for your business — for your profits
WATCH THIS SPACE — WATCH!

**SPRING-STEP
RUBBER HEELS**

**Stano's
Liniment**

It makes the old
sign and saves you the new
Barrett Nephews & Co.
Old Staten Island
Dyeing Establishment

Long Island are for
Lo Hill
Brooklyn Ped and in
1,889,925 Passavel
Brook Trans
To reach these people
BROADWAY SUBWAY & HOW'S CAR
Telephone Cortlandt 6311

THE ABOVE COME OF
ADVERTISER T. SY

[The page contains faint, illegible markings.]

This image shows a blank, aged, cream-colored page, likely an endpaper or flyleaf of a book. The paper has a slightly textured appearance with some minor creases and discoloration, characteristic of old paper. The left edge of the page is bound, and the overall tone is a warm, off-white or light beige.



13,131,766 Meals

were served in Y. M. C. A. restaurants last year. Think of the amount of cereal, bacon, sausages, coffee, flour, canned goods, etc., etc., needed to prepare all these meals. All these supplies, as well as everything for the operation and maintenance of 2500 big Y. M. C. A. buildings (including bed rooms for 153,872 men, libraries, gymnasiums, etc.), are purchased by Y. M. C. A. secretaries. They use as their buying directory "Association Men" and give advertisers the preference.

A new building is opened every five days.

Manufacturers, or those who direct the advertising of any article for household consumption or for men's use, will find that space in "Association Men" is the best means of getting a chance at some of the \$14,000,000 spent annually for building supplies and maintenance alone.

A growth of over 400 pages of advertising in five years proves that it pays to advertise in

ASSOCIATION
MEN

F. A. WILSON-LAWRENSON

Business Manager

124 East 28th Street - New York

The Government's View of Exclusive Dealer Agreements

The Sharp Contrast Between Court Rulings and the Government's Theory
—Possible Effect of the Clayton Act

By Gilbert H. Montague

Of the New York Bar

THERE are very few trades indeed in which some form of exclusive agreement with distributors does not exist. Such agreements are sometimes based upon written forms of contract, or they may rest solely upon an oral understanding between the parties. A manufacturer sometimes grants the exclusive sale of his product to a single dealer in a town, or to a single jobber in a given territory, in return for a certain standard of service: or he offers to sell his goods only to those dealers or jobbers who will refrain from handling the goods of competitors: again, he confines the sale of some special product to such distributors as will agree to handle his whole line: and so on. The manufacturer of a number of products in the same general class sometimes parcels them out among the several dealers in a given town, granting to each dealer the exclusive right to sell a particular product. The producer of some single product sells it to all distributors for re-sale under private brands, and at the same time gives certain jobbers the exclusive sale of the same product under the factory brand. In fact, the forms of exclusive agreement are so varied, and its use is so extensive, that almost every manufacturer or distributor comes at some point into contact with it.

Now each of those forms of agreement, as well as some others which I have not mentioned specifically, has at some time or other been woven into the fabric of a Government prosecution for restraint of trade. Some of them have been specifically upheld by the courts, and some have been as definitely condemned. Some have been sharply criticised when

occurring in one set of circumstances, and the same acts have been declared blameless when they took place under different conditions. To attempt to ascertain the legality of a particular form of exclusive agreement may seem like trying to locate the elusive pea under the three walnut-shells (indeed, much of this subject does bear some family relationship with that traditional form of amusement), yet the manufacturer, and particularly the advertising manufacturer, may find that much depends upon that very point. No one who has not actually had the experience can understand the dogged persistence with which the Government pursues the slightest suspicion that such agreements exist, or the ingenuity which it sometimes exercises in putting upon them the most sinister interpretation.

In brief, it may be stated that nothing is calculated to arouse the energies of the Department of Justice more quickly than the suggestion, no matter how remote, that a product is sold on an "exclusive" basis. The cross-examinations which are conducted by the Government agents with a view to ferreting out suspected agreements with jobbers or dealers are almost unbelievably vigorous and remorseless. Let me cite one instance which fell under my own observation.

AN "AGREEMENT" WHICH DID NOT EXIST

A certain concern had received an application for territory from a jobber, somewhere in the Middle West. For perfectly legitimate reasons, this concern did not desire to take on that particular jobber, and yet didn't care to offend

him. So the president wrote him a nice letter, stating that it had been found advisable to deal only through jobbers who did a certain minimum gross business, and employed a certain number of salesmen. There were some other conditions, too, of no particular importance, and the whole thing represented a rather graceful "turn down" which effectually disposed of the whole matter.

But a year or two later, when the concern was under suspicion of trade restraint, the Government discovered the carbon copy of that letter in the files, and straightway demanded a copy of the concern's "agreement" with its distributors. No such "agreement" existed, or ever had existed, yet the Government nearly turned the whole organization upside down in the endeavor to find one. The casual "turn down" of an undesirable customer had become a formidable piece of evidence, and the officers of the concern were lucky to escape nervous prostration before it was explained to the satisfaction of the District Attorney.

I mention that incident chiefly for the purpose of showing the importance with which the Government regards exclusive relationship with distributors. We shall find, when we come to examine the court opinions, that they are not always in harmony with the Government's notions. But this fact is to be noted; that after a few complaints have been made by substantial business men, the Government is almost invariably certain to put the most sinister construction upon such a relationship, and a system of distribution through exclusive dealers or jobbers is often the first point of attack and the object of the most bitter condemnation. A special section of the Clayton Act* was framed for the purpose of emphasizing the importance of this branch of the subject.

Now, here again it is necessary to bear clearly in mind the distinction between the view of the Government and the view of the courts. There is little doubt that the Department of Justice regards any form of exclusive dealer

agreements with foreboding. The courts, however, have not yet been inclined to take such an extreme view, and the conflicts which are so often apparent between the terms of consent decrees and the principles laid down in court opinions are, to say the least, confusing. And this confusion has now been augmented by the enactment of the Clayton Law. Unquestionably the Government officials believe that the Clayton Law specifically upholds their views as to exclusive dealer agreements. Thus, according to Section 3, "it shall be unlawful for any person. . . to. . . make a sale. . . of goods. . . on the condition, agreement or understanding that the purchaser thereof shall not use or deal in the goods. . . of a competitor. . . *where the effect of such. . . sale. . . may be to substantially lessen competition or tend to create a monopoly.*"

But nobody knows exactly what it means to "substantially lessen competition or tend to create a monopoly." Until the courts have had a chance to pass upon it, its meaning is certainly debatable. Without doubt the Government will insist upon the strictest possible construction, and it is equally certain that the courts will weigh it in the light of public policy. Just as the Sherman Act which, when read literally, forbids attempts to monopolize *any part* of trade or commerce, has been modified by

*"Sec. 3. That it shall be unlawful for any person engaged in commerce in the course of such commerce, to lease or make a sale or contract for sale, of goods, wares, merchandise, machinery, supplies or other commodities, whether patented or unpatented, for use, consumption or resale within the United States or any Territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, or fix a price charged therefor, or discount from or rebate upon, such price, on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods, wares, merchandise, machinery, supplies or other commodities of a competitor or competitors of the lessor or seller, where the effect of such lease, sale, or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce."

See also Sec. 2 relating to discriminations in price.



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The Government's View of Exclusive Dealer Agreements

The Sharp Contrast Between Court Rulings and the Government's Theory
—Possible Effect of the Clayton Act

By Gilbert H. Montague

Of the New York Bar

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the famous "rule of reason," so the Clayton Act will be interpreted in such a way as will best promote the public welfare*. It is quite futile to attempt to make predictions. The Government's first important case under the Clayton Act has just been filed at St. Louis, against the United Shoe Machinery Corporation, and a year or two may perhaps elapse before a final adjudication can be arrived at. It is useful, however, to point out that the views of the courts as expressed in a number of carefully considered opinions, under the Sherman Act, are not at all in harmony with the contentions of the Government as they appear in consent decrees, in bills of complaint, and in the literal terms of the Clayton Act itself. Let us examine one of the leading contested cases on this point of exclusive dealer agreements, and compare the reasoning of the court with the claims of the Government.

A COURT'S VIEW OF MANUFACTURERS' RIGHTS

The case in question is that of *Whitwell vs. Continental Tobacco Company* (125 Fed. 454). The defendant manufacturer sold its products at a certain price to such customers as would not handle competing goods, and charged a uniformly higher price to other customers. It was alleged that this arrangement constituted an attempt to monopolize such as is forbidden by Section 2 of the Sherman Act, and suit was filed by a dealer who felt that he had

been injured by it. In deciding the case, the court said:

"The tobacco company and its competitors were not dealing in articles of prime necessity, like corn and coal, nor were they rendering public or quasi-public service, like railroad and gas corporations. Each of them, therefore, had the right to refuse to sell its commodities at any price. Each had the right to fix the prices at which it would dispose of them, and the terms upon which it would contract to sell them. Each of them had the right to determine with what persons it would make its contracts of sale. . . . The exercise of these undoubted rights is essential to the very existence of free competition, and so long as their exercise by any person or corporation in no way deprives competitors of the same rights, or restricts them in the use of these rights, it is difficult to perceive how their exercise can constitute any restriction upon competition or any restraint upon interstate trade.

"The acts of the defendant which are alleged by the complaint in this action to constitute an unlawful restraint upon interstate commerce are nothing more than the lawful exercise of these unquestioned rights which are indispensable to the existence of competition or to the conduct of trade. The tobacco company and its employee fixed the prices of its commodities so high that the plaintiff could not profitably buy them. This was no restriction upon free competition, because it left the rivals of the company free to sell their competing commodities at any price which they elected to charge for them. It would have been no violation of the law under consideration if the tobacco company and its employee had combined to refuse to sell any of its commodities at any price, and to retire from the business in which they were engaged entirely. Much less could it be a violation of this act for them to fix their prices too high for profitable investment by the plaintiff.

"The tobacco company and its employee sold its products to customers who refrained from deal-

*It is interesting to note that while the Clayton Act apparently forbids the manufacturer to make an agreement with a dealer whereby the latter is restrained from dealing in the goods of competing manufacturers, the Act does not prohibit the dealer from making an agreement restraining the manufacturer from selling to competing dealers. In passing the Act Congress did not seem to fear that restraint of trade may arise when a dealer prevents his fellow merchants from handling a manufacturer's goods. So far as the Clayton Act is concerned the dealer can say to the manufacturer: "I will handle your line if you will sell it to nobody else in my trade territory." The dealer can tie up the manufacturer as much as he likes, but the moment the manufacturer attempts to tie up the dealer the Clayton Act steps in.

ing in the goods of its competitors at prices which rendered their purchases profitable. But there was no restriction upon competition here, because this act left the rivals of the tobacco company free to sell their competing commodities to all other purchasers than those who bought of the defendants, and free to compete for sales to the customers of the tobacco company by offering to them goods at lower prices or on better terms than they secured from that company. The tobacco company and its employee were not required, like competitors engaged in public or quasi-public service, to sell to all applicants who sought to buy, or to sell to all intending purchasers at the same prices. They had the right to select their customers, to sell and to refuse to sell to whomsoever they chose, and to fix different prices for sales of the same commodities to different persons. In the exercise of this right they selected those persons who would refrain from handling the goods of their competitors as their customers, by selling their products to them at lower prices than they offered them to others. There was nothing in this selection, or in the means employed to effect it, that was either illegal or immoral."

REDUCTIO AD ABSURDUM

"It is contended, however, that this selection by the defendants of customers who refrained from selling the goods of their competitors violated Section 2 of the anti-trust act, because it was an 'attempt to monopolize. . . part of the trade or commerce among the several States.' It is admitted that the practice of the defendants was not only an attempt, but a successful attempt, to monopolize a part of this commerce. But is every attempt to monopolize any part of interstate commerce made unlawful and punishable by Section 2 of the act of July 2, 1890? If so, no interstate commerce has ever been lawfully conducted since that act became a law, because every sale and every transportation of an article which is the subject of interstate commerce is a successful attempt to monopolize that part of

this commerce which concerns that sale or transportation. An attempt by each competitor to monopolize a part of interstate commerce is the very root of all competition therein. Eradicate it, and competition necessarily ceases—dies. Every person engaged in interstate commerce necessarily attempts to draw to himself, and to exclude others from, a part of that trade; and, if he may not do this, he may not compete with his rivals, all other persons and corporations must cease to secure for themselves any part of the commerce among the States, and some single corporation or person must be permitted to receive and control it all in one huge monopoly.

"It was not—it could not have been—the purpose or the effect of the second section of this law [the Sherman Act] to prohibit or to punish the customary and universal attempts of all manufacturers, merchants, and traders engaged in interstate commerce, to monopolize a fair share of it in the necessary conduct and desired enlargement of their trade, while their attempts leave their competitors free to make successful endeavors of the same kind. The acts of the defendants were of this nature, and they did not violate the second section of the law. An attempt to monopolize a part of interstate commerce, the necessary effect of which is to stifle or to directly and substantially restrict competition in commerce among the States, violates the second section of this act. But an attempt to monopolize a part of interstate commerce which promotes, or but indirectly or incidentally restricts, competition therein, while its main purpose and chief effect are to increase the trade and foster the business of those who make it, was not intended to be made, and was not made, illegal by the second section of the act under consideration, because such attempts are indispensable to the existence of any competition in commerce among the States.

"There is another reason why the complaint in this action fails to state facts sufficient to constitute a cause of action: The sole cause

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of the damages claimed in it is shown to be the refusal of the defendants to sell their goods to the plaintiff at prices which would enable him to resell them with a profit. Now, no act or omission of a party is actionable, no act or omission of a person causes legal injury to another, unless it is either a breach of a contract with or of a duty to him. The damages from other acts or omissions form a part of that *damnum absque injuria* for which no action can be maintained or recovery had in the courts. The defendants had not agreed to sell their goods to the plaintiff at prices which would make their purchase profitable to him, so that the damages he suffered did not result from any breach of any contract with him. They were not caused by the breach of any legal duty to the plaintiff, for the defendants owed him no duty to sell their products to him at any price—much less at prices so low that he could realize a profit by selling them again to others. The complaint therefore fails to show that any legal injury or actionable damages were inflicted upon the plaintiff by the acts of the defendants and the judgment below is affirmed." (pp. 460-463.)

THE CREAM OF WHEAT AND KODAK CASES

That doctrine has been several times upheld in the courts. It was affirmed in slightly different phraseology in the Cream of Wheat case (Great Atlantic & Pacific Tea Co. vs. Cream of Wheat Co., D. C. S. D. N. Y., not yet reported) where Judge Hough said:

"Numerous individuals and corporations have been enjoined from restraining the trade of other people, no matter how flourishing the offender's trade might be, nor how greatly the general volume of trade has increased during the period of restraint. But never before has it been urged that, if I. S. made enough of anything to supply both Doe and Roe, and sold it all to Doe, refusing even to bargain with Roe, for any reason or no reason, such conduct

gave Roe a cause of action." (pp. 6-7.)

Also in the Eastman Kodak case (United States vs. Eastman Kodak Co., D. C. W. D. N. Y., not yet reported) Judge Hazel's opinion is susceptible of the view that the exclusive-dealer arrangement might have been held lawful if it had stood alone.

"Defendants argue generally," said the court, "that manufacturers have the legal right to encourage dealers by extra profits or by other fair inducements to handle their goods exclusively; that such an arrangement is to the interests of both; and that the Eastman Kodak Company was the first to induce stationers, druggists, and others to handle its goods as a side line. All this and more, it may be conceded, separated from other acts, might furnish no ground for holding that there was an illegal monopoly, but the arbitrary enforcement of the restrictive conditions by the establishment of a system of espionage and the keeping of records of violations of such conditions with a view of penalizing such dealers, are evidences of an intention to promote a monopoly."

WHAT CONSENT DECREES SHOW

Thus the courts. From the foregoing it might seem safe to assume that an agreement with a dealer to handle one's goods exclusively would be lawful, provided that the goods are not a necessity of life, that competitors are not restrained from competing with one another, and that the situation is not complicated by other acts in restraint of trade. Such an assumption, however, fails to make any allowance for the new standards of conduct as laid down by Congress in the Clayton Act, and it is, moreover, quite at variance with the notions of the Government on the subject. It is conceivable that the doctrine expressed above might still be successfully defended in the courts, in spite of the Clayton Act; but unless a man is prepared to stand the expense of a trial he is likely to be more interested in Uncle Sam's view of the matter. And his view, as expressed in some of the consent decrees, pre-



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THE Hon. Joint Secretaries of The Kensington War Hospital Supply Depôts, writing to the proprietors of PUNCH under date September 30, 1915, say:

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sents some very interesting contrasts with the doctrine laid down by the courts in the decisions above quoted.

For example, we find in the consent decree obtained in the Thread Case (United States vs. American Thread Company, D. C. N. J.) that the defendants were perpetually enjoined “from soliciting or exacting from wholesale or retail dealers or jobbers or from customers of competitors in the United States any agreement not to handle or to cease handling the brands of competitors; or from refusing to deal with, or discriminating against, or threatening to refuse to deal with or to discriminate against those who handle the goods of competitors; or from canvassing the retail trade of any dealer or jobber and thereupon offering the orders thus obtained to such dealer or jobber upon condition that he shall cease to buy thread from a competitor of the defendant or of any of them.” (p. 9.)

That is pretty sweeping and comprehensive, and so is the decree in the electric lamp case (United States vs. General Electric Company *et al.*, N. D. Ohio) which provides:

“Sixth: That the General Electric Company and the other above-named Lamp Manufacturing Defendants, and each of them, their officers, agents and servants, are perpetually enjoined and restrained from making or enforcing any contracts, arrangements, agreements or requirements with dealers, jobbers and consumers, who buy from the said defendants either tantalum filament, tungsten filament, metalized carbon filament or ordinary carbon filament lamps, or any of them, by which such dealers, jobbers and consumers are compelled to purchase all their ordinary carbon filament lamps from said defendants as a condition to obtaining such other types of lamps, or any of them, or by which dealers, jobbers and consumers are compelled to purchase any one or more of the above-mentioned types of lamps, from said defendants as a condition to the purchase or supply of any other or all of said

types of lamps; and the said General Electric Company and the lamp manufacturing defendants aforesaid are perpetually enjoined and restrained from discriminating against any dealer, jobber or consumer desiring to purchase tantalum, tungsten or metalized carbon filament lamps because of the fact that such dealer, jobber or consumer purchases ordinary carbon filament lamps from others, and are perpetually enjoined and restrained from discriminating against any dealer, jobber or consumer desiring to purchase any one or more of the above-mentioned types of lamps because of the fact that such dealer, jobber or consumer purchases any other of said lamps from other manufacturers or dealers." (pp. 7-8.)

THEORY APPLIED TO DIRECT SALES

No comment is necessary on the foregoing. It is evident that the Government goes further—to say the least—than the carefully qualified conclusions of the courts in the decisions above quoted. An agreement with a distributor which prevents him from handling competing goods is evidence of the manufacturer's wrongful intent, and he must take the burden of relieving himself from that presumption. However much the courts may have granted as within the positive rights of business men, the Government still inclines to its own theory of the matter.

And even with respect to sales direct to the consumer, the Government holds to the same theory. Thus in the petition against the American Can Company, a case which is now being contested in the District Court at Baltimore, we find the following accusation:

"For the purpose of maintaining control of the market, the principal defendant has induced or compelled its customers to enter into long-time contracts to purchase cans exclusively from it, and has prevented its customers from dealing with such independent establishments as exist, by threats (among others) that if they do so it will cancel the contracts it already has with such customers and

THE AYER & SON ADVERTISEMENT (Concluded)

notable achievement he was knighted by the Emperor of Austria, and now all the peoples of the earth abide by the standards of the Fairbanks Scales of St. Johnsbury, Vt.

Dean Richmond was not entirely satisfied with the mode of travel which prevailed in his early days. He believed there must be a better way than rumbling ponderously up hill and down dale in the old stage coach rolling on its leathers. Thus the great New York Central Railroad was founded by Dean Richmond of Vermont, where those first railroads followed assiduously the old crooked Indian trails.

Alvin Adams knew there must be a better way than freight by which to transport packages, and the famous Express Company which bears his name is the living illustration of Alvin Adams' "better way."

In the industrial world there are many examples of Vermont's superior achievements.

At Brattleboro they have mastered the art of making pipe organs the "better way," and Estey Organs are making music for all nations.

In Burlington, the Wells Richardson Company's Diamond Dyes have taught the women of every country a better way to economy and good taste in dress.

Vermont's manufacturers have evidently inherited from their ancestors the spirit which never surrenders the banner to opponent or competitor. They are walking away with the colors in many an industrial field, and the only point lacking is the publicity which makes world-wide the story of each superior Vermont product.

We rise merely for a point of information — Can Advertising Headquarters do anything to help spread the fame of Vermont's "better way"?

N. W. AYER & SON
PHILADELPHIA

NEW YORK BOSTON CHICAGO

will refuse to enter into further contracts with them or sell any cans to them. The effect of such threats and acts is to prevent and restrain dealings with independent can makers." (pp. 19-20.)

Again, in the petition in the corn products case (United States vs. Corn Products Refining Company) now being tried at New York, the petition recites:

"In November, 1906, just prior to the time that the first independent glucose factory placed its products on the market, the defendant, the Corn Products Refining Company, and the Glucose Sugar Refining Company (later called Corn Products Manufacturing Company) submitted to the trade what was designated as a profit-sharing plan or proposition, and announced that they would set aside out of the profits from the sale of glucose and grape sugar for the last six months of the year 1906 and pay to their customers an amount equal to ten cents per hundred pounds on all sales of glucose and grape sugar made to such customers during such period, the payment of the profits to be made on December 31, 1907, on condition that for the remainder of the year 1906 and throughout the entire year 1907 such customers should purchase exclusively from the Corn Products Refining Company or the Glucose Sugar Refining Company or their successors, all the glucose and grape sugar required for use in their establishments. The rebating or profit-sharing plan was continued until the year 1910." (pp. 20-21.)

In brief, it is the practice of the Government, when a substantial complaint under the Sherman Act has been lodged against a manufacturer, to place upon him the whole burden of proving that his exclusive dealer relations are free from the taint of a wrongful purpose. Not every concern can afford the expense of protracted litigation against the vast resources of the Department of Justice. Very often a consent decree is the only way out of a bad corner, and under those circumstances the Government is usually able to insist upon its own interpretation.

It is interesting to note, in this connection, the breadth of the Government's original charges in the harvester case (United States vs. International Harvester Company, 214 Fed. 987) which is now awaiting a final decision before the Supreme Court, as contrasted with the results of the trial of this case. Although the Government won its case in the lower court, none of the charges based on its dealer contracts appear to have been sustained. In its petition, however, which was filed in the District Court in 1912, the Government laid great stress upon certain exclusive dealer agreements which it regarded as clearly unlawful, and as evidence of a purpose to monopolize the trade. I quote from the original bill of complaint:

"By reason of the fact that defendants manufacture the well-known and standard types of harvesting machines and implements, without which the implement dealer can only with great difficulty, if at all, maintain a successful business, defendants have been and now are enabled to compel such implement dealers to enter into [exclusive] contracts of the character described.

"In towns where there are more than one retail implement dealer defendants have adopted and are now carrying out the policy of giving to each dealer the exclusive agency for a certain well-known machine, such as the 'McCormick' or 'Deering' grain binder or mower, instead of giving to one dealer an agency for all defendants' lines, intending thereby to obtain for themselves the services of all responsible implement dealers, and, by means of the contracts hereinbefore described, to monopolize all trade and commerce in harvesting and agricultural implements.

"Since defendants acquired a monopoly of harvesting machinery, they have expanded into other lines of agricultural implements and are now engaged in securing a monopoly of those lines, among other ways by threats to dealers to withhold from them the harvesting implements of the combination unless given special treat-

Rain and Snow

THE efficient commercial artist in addition to knowing the technique of drawing, painting, etc., must certainly know the subject he illustrates, and by that we mean the object itself, its setting, action, surrounding scenery, etc.

For example, he wouldn't picture a beautifully dressed woman walking down Fifth Avenue in a pouring rain without an umbrella.

He wouldn't show a touring car full of people with the top down in a pouring rain.

Neither would he show an automobile in snow or slush without Anti-Skid chains on the tires.

Everybody who saw these inconsistencies in print in the magazines, newspapers, posters, car cards, etc., would say:

Well, Isn't That Ridiculous!

—And that makes us again remind artists, layout men and copy experts of the prize offer of \$50.00 which will be given for the best suggestion for an illustration emphasizing the inconsistency of picturing an automobile without Anti-Skid chains in scenes of snow, mud or wet pavements.

Suggestions must be in our hands before December 1st

**WEED CHAIN TIRE
GRIP COMPANY**

Advertising Department

37 West 39th Street New York



Canadian Campaigns

ADVERTISERS influenced in the selection of mediums and agency service by the fact of membership in the Audit Bureau of Circulations are advised that the undernamed are some of the publications and agencies which are

A B C

Members in Canada

DAILIES

HERALD & MAIL . . . Halifax
(also Weekly Edition)

HERALD Calgary

EVENING PROVINCE . Regina

TIMES Moose Jaw

FREE PRESS London

BRITISH WHIG . . . Kingston
(also Weekly Edition)

EVENING CITIZEN . . . Ottawa

ILLUSTRATED WEEKLIES

CANADIAN COURIER . Toronto

AGRICULTURAL WEEKLIES

FARM & DAIRY . Peterborough

FARMERS' ADVOCATE . London

CANADIAN FARM . . . Toronto

ADVERTISING AGENCIES

H. K. McCANN CO., Ltd. . Toronto

J. WALTER THOMPSON CO., Ltd. Toronto

Authoritative and necessary data about the Canadian market and the advertising mediums that reach it (including rates, circulation, etc.) is contained in **LYDIATT'S BOOK**, "What's What in Canadian Advertising." Invaluable to anyone considering Canada. 334 pages, leather-bound, pocket-size, price \$2.00. From **W. A. LYDIATT**, 53 Yonge St., Toronto, Canada.

ment and preferences in respect to the new lines of agricultural machinery manufactured by defendants, or by allowing special confidential commissions on harvesting machinery to such dealers, or by giving unusual credit, or by the exercise of the power given by the annulment clause in the contracts above described." (pp. 20-22.)

After a long and protracted trial, not one of those charges of illegality was apparently sustained by the court. But if the International Harvester Company had been a small concern, which had been unable to contest the case, or if it had been unwilling to submit to all the disagreeable publicity which goes with a Government prosecution, it would most probably have been compelled to consent to a decree finding the company guilty of all these agreements, and branding all of them as illegal, and restraining the company from continuing any of them. No matter how necessary some of them may have been to the welfare of the company's business, the Government's theory of their illegality would probably have wiped them off the slate then and there. That is one of the main reasons why exclusive dealer arrangements should be entered into with the greatest circumspection, and controlled with the greatest care and patience. The view of the courts, as expressed in leading cases, gives a good deal of latitude to the manufacturer who wants to protect his product by some form of exclusive contract, but the attitude of the Government, with the encouragement it appears to draw from the Clayton Act, indicates that he may possibly have to fight for it.

The next article in this series will discuss the subject of patents as related to restraints of trade.

Newark's Prize Poster

The first prize in the poster competition of the committee in charge of the 250th anniversary of the founding of Newark, N. J., has been awarded **Adolph Treidler**, of New York. The second award went to **Miss Helen Dryden**, also of New York, and the special prize to **A. E. Foringer** of Grantswood, N. Y.

Rice & Hutchins' Zone System of Distribution

(Continued from page 8)

ways beneficial to the business as a whole.

It standardized a liberal and growing percentage of the company's production, because Educator styles are staple and do not change except occasionally in unimportant details pertaining to patterns and materials.

The merchandising plan and the selling appeal behind the line raised it above the plane of ordinary merchandise and price competition. Retailers were sold a merchandising idea rather than mere merchandise and it was found possible to use the Educator line for an opening wedge in developing new outlets for the general line.

Last but not least, the Educator idea was adapted to a direct appeal to consumers. It embodied the basis of a distinctive, attention-getting, reason-why selling

argument in advertising copy.

In July, 1912, the company began to use a new style of copy in which they featured the X-Ray pictures of feet. This was the first advertising in which the anatomic argument was presented with illustrations showing that the bones of the foot retained their natural condition in Educator shoes and what happened when they had been cramped or bent by pointed shoes. A large amount of money has been invested in orthopedic investigation and in acquiring an extensive collection of X-Ray pictures and other photographic specimens of human feet.

The scope of the selling appeal did not stop at the obvious question of foot comfort, but the effect of foot troubles on the general health and physical efficiency was developed in detail. This copy made a strong and immediate impression on the public. From the appearance of the first ad inquiries from consumers doubled in volume and they continued to increase as the campaign de-

Bringing together the importer abroad and the American Manufacturer is the function of the **AMERICAN EXPORTER**. It is the recognized leading medium for export advertising. Its clients enjoy a service that not only advertises their goods in every foreign market of the globe, but also supplies translations of correspondence, credit reports, selected lists, weekly bulletin, etc.

AMERICAN EXPORTER 17 Battery Place
New York

Established 1877, and published in four editions
ENGLISH SPANISH PORTUGUESE FRENCH

veloped. No material change has been made in the copy since that time but it continues to produce thousands of inquiries that denote a widespread interest in the subject. An appeal for inquiries is not featured or displayed in the copy, but consists merely of a paragraph at the conclusion of the text, offering a book entitled "Bent Bones Make Frantic Feet."

This piece of literature is a pocket-sized booklet consisting of 28 pages and cover, which is a treatise on the cause and effect of foot troubles, and a consumer catalogue in which the Educator idea is developed in detail.

The ultimate plan is to have Educator shoes for the whole family sold in every community by one or more representative dealer. Exclusive selling rights are not granted. This feature of the sales policy is a radical departure from an established custom in the distribution of trade-marked footwear. A strong consumer demand created by the advertising is the only thing that has made such a policy effective.

SOME DEALERS BALK AT TRADE-MARKED SHOES

About 700 stores in Greater New York carry Educator shoes and the aggregate number of pairs sold to them shows an annual per capita consumption of one pair to every 46 persons. In spite of this showing a surprisingly large number of inquiries are received from consumers in New York and other large cities which indicates a lack of perception by retailers in grasping the selling possibilities of the line. There are retail concerns that have a deliberate preference for losing a certain amount of business rather than handle merchandise that is trade-marked and advertised to consumers. A representative of the manufacturers recently went to the buyer of a big New York store and showed him an array of facts and figures that proved conclusively the existence of a big demand for Educator shoes in New York. The proposition was even carried up to the merchandise man, who admitted the existence of the

market but refused to stock the shoes except unbranded and under the store's own name.

"Why do you come to us now," he said, "when every little dealer in town is selling the line?"

"That question is beside the point," replied the R. & H. man, "but I can answer it. You were offered the opportunity at the beginning, but you turned it down."

This incident illustrates only one of the stumbling blocks that have been encountered in securing effective distribution. A special promotion bureau is maintained at the Boston headquarters which is working exclusively on the problem of distribution efficiency. This department keeps a complete and systematic record of all sales to dealers which is compiled from reports rendered by all of the distributing houses.

This record shows that approximately 12,000 dealers are now selling Educator shoes. The amount and the number of styles bought by each dealer can be ascertained at a glance. Some dealers handle only the children's line or women's and children's, others only the men's line. Such concerns are always prospects for a complete line. Many department and dry-goods stores that originally handled only women's and children's shoes have eventually developed a men's shoe department based on an initial demand for men's Educators.

Many of the firm's best retail customers first took hold of the Educator line in a small way. There is a certain dealer in one of the large Middle Atlantic cities who sold 10,000 pairs last year. This man's store is located several blocks from the main shopping district where the volume of trade is on cheap and medium priced merchandise. When he was first approached he thought that he could not sell shoes of that grade, but he was finally persuaded to try it. The result was not only a big business, but he also traded up into higher grades with his entire stock.

While the Educator promotion department works very closely with dealers who are handling the

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices**, placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

Estimates Cheerfully Furnished

ZEESE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

CATALOGUES

bound in cloth, leather,
or paper. Best quality
and reasonable prices.
Quantity orders solicited.

THOMAS Y. CROWELL CO.
Bookbinding Department
426-428 West Broadway, New York

STRAWS

Would a partial list of concerns which have sent for a copy of "Tapping The Dealer On The Shoulder" induce you to send for a copy? Read what we have to say about direct methods of advertising.

The Live Leather Belt Co. American News Co.
Paramount Picture Corp. The Odo-Ro-No Co.
The Pathe Exchange, Inc. W. Duke & Sons
The World Film Co. B. F. Goodrich Co.
Mirror Candy Company

THE MOORE PRESS, Inc.
30-38 Ferry Street New York, N. Y.

THE only Printshop in
New York City setting
high-grade Advertising
Composition *exclusively*
for New York's leading
Advertising Agencies.

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

MANY of America's prominent ad-
vertisers and advertising
agencies like the George
Batten Company, J. Walter
Thompson Company,
Frank Seaman, Inc.,
Federal Agency
and others,
requiring
high class
booklet
and catalog
work use the

**Charles
Francis Press**
Printers of "Printers' Ink"
30-32 WEST 13th STREET
Tel. 4090 Chelsea NEW YORK

OUR own experience in
planning printing of
the better sort is at the
service of our patrons
without expense.

THE KALKHOFF CO.
216 West 18th Street, New York

MANUFACTURERS
East of Chicago
come to us for their best
quality printing.

READ PRINTING COMPANY
HIRAM SHERWOOD, *President*
106 Seventh Ave., New York

Ad Composition Day and Night Service

In response to the requests
of a number of our clients,
we have established a night
force in our composing room.
The same diligent care given
to ad typography during the
day will prevail at night.

A. COLISH, 106 Seventh Ave.
New York City

line, its most important function is to create new distributing outlets. In that connection the company has found it necessary to do some constructive missionary work within its own organization. Systematic supervision of distribution disclosed the fact that all of the company's salesmen did not have a full-fledged viewpoint of the main idea. They had all been trained to sell a general line and the new proposition seemed to thrive best where specialty line selling tactics were used. Some of the men apparently grasped this idea quickly but others found it difficult. For that reason it was found worth while to analyze the point of contact with dealers and build up a selling argument that helps the salesman present the Educator idea as a merchandising proposition.

THE COMPANY'S ARGUMENT TO DEALERS

The facts that are available for use in this respect are indeed impressive when arrayed in line and marshalled effectively before the dealer. The important points may be summarized under three heads. First, Educators are as staple as sugar, always the same last, the same patterns, few and only slight changes in materials. They are really quick assets. They will sell for 100 cents on the dollar at a forced sale. A dealer's percentage of loss from mark-downs and dead-style leftovers will be reduced in proportion to the volume and growth of its business. This is an incentive to push the line as his investment and risk in handling changeable styles grows less as more of his customers are won to the staple line.

Second, the important question of stock investment and stock turn-over. The Rice & Hutchins wholesale houses actually carry a reserve stock for retailers. The dealer is obliged to carry only enough for his immediate needs. It is important in this connection that the manufacturers are in position to make good on this phase of the proposition simply because the line is staple merchandise and

that eliminates the stock risk for the producer as well as the retailer. An example of how the turn-over idea works may be seen from the record of orders received from a Chicago department store. This concern placed 30 different orders in one month or an average of more than one for each business day, the aggregate of which amounted to 546 pairs.

Third, the market actually exists, and it is a growing market. Practically every dealer in the country gets calls for Educator shoes and it is pretty safe to make that assertion to any dealer without fear of contradiction.

Not long ago the advertising department wanted to know what factors in the company's promotion work were the most effective in getting distribution. A letter of inquiry was sent to 1,000 customers scattered throughout every State in the country in which dealers were asked to tell why they put in the line, a list of five possible influences being given them to choose from.

These were: national advertising, trade advertising, the catalogue, the salesman and consumer demand. Sixty per cent of the dealers replied that they were influenced to stock Educators by consumer demand. When dealers raise the issue of exclusive sale, they are told that a market already exists which makes it unnecessary for them to introduce the merchandise on their own initiative, but that the dealer who pushes the line aggressively will get satisfactory results, regardless of how many other dealers are handling the line. There are many instances which demonstrate that this theory works out in practice.

Both national and local mediums are used in the consumer campaign, in addition to which retailers are persuaded to conduct considerable local promotion work. The selection of mediums and the copy appeal is designed to create demand for the whole line, but the adult styles are featured more frequently than those for children. The national campaign

GROWTH

Nov.—1914

6,090 lines

Nov.—1915

11,200 lines

Advertisers of distinctive products are realizing that the fastest growing interest among wealthy and discriminating Americans is in art and fine decoration.

Arts & Decoration is the only American magazine which is edited with the purpose of covering this unique field.

Consequently the November issue carries an increase of more than 83% in advertising over the corresponding month last year—proof that its value is appreciated by careful buyers of space.

ARTS & DECORATION

Adam Budge, Inc.

THOS. W. ASHWELL, Publisher

434 Lafayette Street
New YorkAlbro C. Gaylor
Adv. Mgr.**BUFFALO**

450 Rooms 450 Baths

**DETROIT**

800 Rooms 800 Baths

**CLEVELAND**

700 Rooms 700 Baths

Quantity—Variety

TELL us what you want, and we'll take care of you. But you must tell us *in time*, for there are always many people wanting the same thing.

We have the accommodations you want, at the price you want to pay. *We want you to have what you want*, and will see that you do have it if you'll give us enough advance notice.

And we can *unquestionably* give you more for your money, whether you spend \$1.50 or \$20 a day.

Special care and thought have been given to the designing and furnishing of Hotels Statler lobbies and public rooms, that they may provide a pleasurable comfort not always found in hotels.

You'll always find other advertising men at The Statler.

**HOTELS
STATLER**
BUFFALO—CLEVELAND—DETROIT



Havelock Ellis

is contributing a series of highly important articles to

PHYSICAL CULTURE

on the subject of Birth Control in its relation to morality and eugenics. In line with its customary policy, **PHYSICAL CULTURE** has secured the world's foremost authority to discuss this important subject in its columns.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations

MEDICAL COUNCIL

*"Most Widely Circulated
Medical Monthly"*

IS READ BY

**30,000 Busy
Physicians**

each [month—because of the unusual measure of solid practical service they get from it.

This means an interested, loyal following. And a surprisingly great



**Reader
Interest
and
Response**

Ask your Agent or write us at
420 Walnut St., Philadelphia

is now practically continuous the year around, and the records show that the results, as indicated by consumer inquiries, average about the same every month in the year.

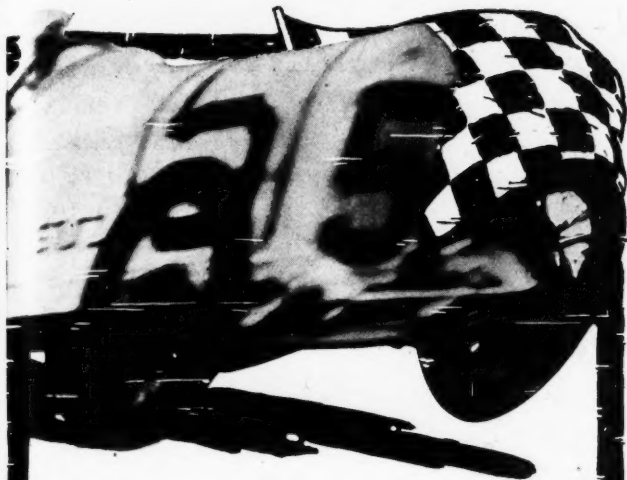
Trade inquiries are referred to the branch distributing houses and they are required to report results to the Boston headquarters. Consumer inquiries are given careful attention by the advertising and promotion departments. The house records show whether a dealer is available to the consumer that makes the inquiry and also whether the dealer is carrying the style wanted, or suitable styles if no particular one is indicated. If no dealer is available, the company supplies the merchandise direct to the consumer, or if desirable, the inquiry is used as a lever to open a new account.

The promotion department is continually working in a systematic way to fill gaps in distribution and to increase the number of outlets in towns where they are not considered adequate. Consumers' inquiries are often an effective aid in bringing a prospect to the closing point.

A Des Moines, Iowa, dealer recently placed an opening Educator order for \$4,500 as the result of an organized effort in which the advertising department, the promotion department, the branch house and the salesman all participated.

The regular newspaper campaign is practically confined to cities in which the distributing houses are located. The schedule is for 26 weeks, divided into a spring and fall drive of 13 weeks each during the most active trade months. Double-column ads of 100 lines are used and the copy is of the same general character as that in the magazines, except that greater emphasis is given to the trade-mark in the display.

Last spring the company conducted a special newspaper campaign in Michigan, Minnesota and Wisconsin, the object being an intensive drive to build up distribution in those States. Papers were used in practically every town of 500 population and over, about 800 altogether. At the end



THE sensation of the automobile racing season of 1915 was the overwhelming defeat of the most famous European motors, hitherto undisputed speed kings of the world.

A motor made in Milwaukee by the Wisconsin Motor Mfg. Co. and used by the manufacturers of the sturdy Stutz car, proved itself champion of the world on road and speedway, piling one sweeping victory upon another in the most remarkable racing record ever achieved.

The Wisconsin Motor Mfg. Co. entrusted its advertising to us several years ago because it found in our organization more than mere cleverness in copy writing and a knowledge of advertising media.

We have what is probably the best equipped agency in the country for handling technical accounts. We have with us men who know thoroughly the automobile, motorcycle and motorboat fields, the electrical and mechanical industries, the hardware and sporting goods trades, the farm machinery field.

If your product is one that calls for technical knowledge and familiarity with trade conditions we can give you just the merchandising and advertising service you need.



Klau-Van Pietersom-Dunlap, Inc.
 ADVERTISING IN ITS ENTIRETY
 MILWAUKEE WISCONSIN

NEW ENGLAND

Six powerful manufacturing
states with more than 2500
distinct industries

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

The Best Market For Your Product

Because of its high wage rate.

Because of its concentrated population.

Because of its people's readiness and ability to purchase advertised goods.

Because of the dealers who welcome new products which are to be advertised in the

Home Daily Newspapers

Quick Workers—Rapid Producers—Great Local Stimulants

12 of the Best:

MERIDEN, CT., RECORD

Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN

Daily Circulation 8,788.
Population 78,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS

Daily Circulation 20,944.
Population 58,871, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H. Union and Leader

Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM

Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS. Standard and Mercury

Daily Circulation 23,079.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS

Daily Circulation 30,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION

Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE

Daily Circulation 30,000.
Population 160,123, with suburbs 200,000.

HARTFORD, CT., COURANT

Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

of three months, the first period of the campaign, the company had increased by 100 per cent the units of distribution that had been secured during the previous 15 years.

A striking demonstration of the power of consumer demand created by the advertising is shown in the sales records of the company's St. Louis distributing house. In the first six months of 1914, when the shoe business took a slump generally throughout the country, this branch of the organization showed a loss in general sales of 19 per cent. In spite of that fact, sales of Educator lines individually in the St. Louis territory showed a gain of 39 per cent and in the city of St. Louis showed an increase of 102 per cent.

FOREIGN BRANCHES SUCCESSFUL

A word about the Rice & Hutchins policy of distribution in foreign fields will be of timely interest to many American concerns that are now studying foreign markets. Regarding this Mr. Rice said:

"For many years we have done a foreign business, either through commission houses, or special salesmen on the ground, or through our own establishments. The latter method seems to be, as it has proved in this country, the most successful of all the methods we have tried. There is hardly a portion of the civilized globe that our shoes do not reach and we have houses—either retail or wholesale—in England, Germany, Denmark, Italy, and within the past twelve months have established a retail and wholesale house in Buenos Aires."

New Louisville Agency

The Curd Publicity Company has been incorporated in Louisville, Ky., with \$500 capital stock by John P. Curd, A. P. Curd and A. E. Parsons. A general advertising business will be conducted.

W. J. Mozealous, formerly with the American Art Works of Coshocton, Ohio, has been appointed Detroit representative for *The Gleaner*, the *Wisconsin Motorist* and *The Fordowner*.

Bald Spots

If your sales manager finds he has a bald spot in

PORTLAND

Maine

there is only one excuse, lack of *your* advertising in Portland's great daily, the

EVENING EXPRESS

The city of Portland buys freely of things that are advertised. The jobber and the retailer favor advertised goods.

Note.—The wholesalers of Portland kept tabs on profits of advertised goods and non-advertised goods and found that the profits on advertised goods exceeded the other to such an extent that the profits of the non-advertised goods were not to be considered. See the point?

JULIUS MATHEWS, Representative.

AUSTRALASIA

Thomas C. Lothian
Printery, Ltd.

MELBOURNE and SYDNEY

Founded 1888

Cable Address: "Thorough" Melbourne

Publishers'
Representatives

Books and Magazines
Pictures Stationery
Printing and Writing Paper
and other allied lines handled by
booksellers and stationers

Bankers: The Bank of New South
Wales, Melbourne

Head Office: 100 FLINDERS STREET
MELBOURNE, VICTORIA

Consider the Deep-Sea Diver

"SOME time ago," wrote a man to us the other day, "you printed a most interesting series of articles on deep-sea diving. Why don't you print more like them?"

(Deep-sea diving was not the industry mentioned, but we know of none which will serve as a more complete disguise.)

We took considerable pleasure in having our Research Department compile a list of recent articles which had bearing by no means remote on this man's particular business. Doubtless he had leaped over the very issues

mentioned without finding his industry in the headlines.

But what he had missed, in addition to a considerable number of facts which he might have found helpful, was this significant truth: That no business has a corner on any particular problem. And, conversely, that every industry's solution of its problems is helpful to every other industry.

Even the deep-sea diver is chiefly concerned with his base of supplies. And, after all, that is just another phase of distribution.

PRINTERS' INK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, NOVEMBER 11, 1915

The Prudential as a Copy Speculator

should begin to choose its legal counsel according to the method it is now following with respect to its advertising. That method is quite clearly set forth in a statement from Harvey Thomas, the company's supervisor of publications, part of which we printed last week. The complete text of the letter is as follows:

"You ask me," Mr. Thomas writes, "to tell you something of the nature and extent of the advertising campaign that we have in prospect. The only definite information that I can give you at this particular moment is that the Frank Presbrey Agency will place a two-page advertisement for us in the Christmas number of the *Saturday Evening Post*, December 4. There will be no further national advertising by us this year. Twenty-six agents offered us copy in

We really wonder what would happen if the Prudential Insurance Company

competition with each other during the past summer. The Presbrey Agency offering was most generally liked, although all of the agencies submitted excellent ideas. Those of the Presbrey Agency, however, seemed to hit us sharply between the eyes.

"We are under no contract with this or any other agency, however, and at all times our advertising door is open to every agency willing to agree with us in the view that the Prudential does not care to deal in advertising futures and that what it wants it is first going to see before it purchases."

Now what would the company have to say to the man who suggested that it choose its legal talent for an important case by means of a competition in brief-writing; or that it should select its medical advisers on the same basis?

We rather imagine that if we should apply to the Prudential for insurance, it would examine very closely into our physical condition, and inquire somewhat regarding our habit of life before granting our request. It would hardly accept us as a risk solely on the ground that we dressed in good taste and used grammatical English while we were talking with the agent. The company would very probably—and very properly—inquire concerning other policies of insurance which had been issued to us, it would demand information concerning any instances in which our application had been rejected, and our ability to pay the premiums for the future. In other words, the company would take pains to inform itself in all matters affecting our standing as a desirable risk.

The company would refuse to gamble a single dollar of its surplus on the external appearance of an applicant for a policy, yet it cheerfully "invests" thousands in the mere externals of advertising. When it buys medical and legal service, it expects to get—and does get—careful study and analysis of the proposition from

the inside, not from the outside; yet when it buys advertising it gets only a piece of copy. It is all the more surprising because the company used to be an advertiser—a real advertiser, not a mere copy-speculator. There is a big difference between the two, as the Prudential officials are sure to discover one of these days.

We happen to know that when the late John F. Dryden was president of the Prudential, his famous Rock of Gibraltar campaign was the cause of considerable concern to the officials of a certain other insurance company in the same field as the Prudential, but doing a much larger business. They were concerned because the general public seemed to be getting the idea that the Prudential was the leader in this particular branch of the insurance business. We do not believe these competing officials are doing a whole lot of worrying now that the New Jersey company is following the policy of buying a bit of copy here, a bit of copy there.

And by the way, we have never heard that when Senator Dryden died his successor was chosen on the plan of having 26 estimable gentlemen write letters of application for the job and then selecting the cleverest letter-writer for the position.

Waste of Public Funds for "Advertising" No less than half a million dollars were spent by the State of New York for advertising its proposed new constitution which was voted upon at the recent election. The net result was the unceremonious tumbling of the constitution into the waste-basket, with the certain prospect of having the work done all over again at some future date. So far as we are able to judge, nobody has derived the slightest benefit from the performance except the newspapers.

Day after day the newspapers of the State carried, in three and four pages of solid five-point type, the text of the proposed constitution, for the "information" of voters. That one man in a thou-

sand made any serious attempt to read it is to be doubted, and it is equally doubtful if he could have understood it anyway. It represented the mere text of a long-winded, dry and tortuous legal document, which needed interpretation before it could become intelligible. As it happened, the State printed the text, while the opposition furnished the vast majority of the interpretation. So in spite of months of careful work on the part of the constitutional convention, and in spite of \$500,000 and more spent for advertising space, the voters turned the whole thing down largely because they did not understand it.

Now no advertising man can doubt that if one-quarter of the money which actually was spent for page after page of wasted words, had instead been used to give the public some intelligent interpretation of the new constitution, the result might have been different. The constitution might still have been defeated, but the fight would have been waged in the open day. The voter would have *known* what he was voting against, instead of merely doubting it. The clamor of special interests and the misrepresentations of propagandists could have been silenced with the facts. The opposition would have been compelled to find solid arguments instead of specious fault-finding and special pleading. In a word, a real advertising campaign by the State would have brought about a decision more nearly based upon the merits of the question.

Under the present law it may not be possible for the State authorities to employ a competent advertising agent for the purpose of putting important questions before the public in understandable form. It may be necessary to go through the stale routine of printing ordinances and amendments in full, without so much as a headline to break the monotony. But it ought not to be necessary. If a part of the taxpayers' money is to be spent for advertising, it seems to us that the public is entitled at least to an intelligible line of copy.

Specializing in Line with Demand

Sometimes opportunity lies in thinking up something entirely new, but rather more often it consists in doing an old thing better than anyone else is willing to do it. We were told recently, for example, about a certain little concern which had specialized in a line of work which its big competitors did not want because there was "no money in it," and the little concern is getting rich. It all began some years back, when a small-town printer figured out that there was always a fairly steady demand for return envelopes, and that the man who would manufacture nothing else could get his costs down to a point where he could command a handsome share of the business. Here is the way it worked out, according to one of the large envelope brokers:

"The concern is owned by two brothers," says the broker, "who had worked away for years at their print-shop, all the time dreaming of specializing. Finally they heard of some envelope house that had failed in St. Louis, and the brothers jumped on a train and by borrowing every nickel they could, were able to buy one envelope-making machine from the bankrupt. They took this home and set it up in a barn, and started making cheap manilla return envelopes.

"They kept the machine working night and day—23 hours a day—making only this one kind of envelope. They were able to get the price down below even that of the trust, and slowly added customers. Now they sell practically all of this size return envelopes made—or enough to keep 23 machines busy 23 hours a day making nothing but this one style and shape of envelope. To give you some idea of the business they do, they turn out over 80,000,000 of these envelopes a year for Sears, Roebuck & Company."

There must be plenty of other opportunities like that lying around waiting to be discovered. But it is not solely a question of finding something to specialize in.

It is more a question as to whether there is enough demand for a particular product to make specialization worth while—or whether that demand can be created. It is as much—or more—a question of merchandising sense as of manufacturing technique.

Advertising to Promote Good Manners

The United Cigar Stores Company, in a recent issue of its house publication, points out the need for a campaign of education on the "etiquette of smoking," and declares that someday the company may have the courage to start such a campaign. "Smoking gets many a black eye," we read, "because all smokers do not heed the ordinary rules of good manners, or the laws made for fire protection." The idea is that the company may, by the distribution of literature among its customers and the display of signs in its stores, help to counteract such prejudice as exists against the use of the product it sells. "When in doubt," we read, "smoking should be indulged only if one is sure he is not making himself objectionable, or bringing down condemnation on smoking as a habit."

Well, why not? The manufacturers of paint have had more or less success with a movement to induce a greater degree of civic pride in the breasts of householders, and the manufacturers of men's clothing are conducting a "dress up" campaign. Perhaps it is a more difficult task to promote good manners through advertising, than it is to improve appearances with paint and haberdashery through the same persuasive medium. The United speaks of the proposition as though it is a rather remote possibility, but for our part, we should rather like to see it tried.

Whittall Carpets and Colts Firearms Go to O'Keefe

The P. F. O'Keefe Agency, Boston, Mass., will place the advertising for the year 1916 for M. J. Whittall, carpet manufacturer of Worcester, Mass., and the Colts Patent Firearms Manufacturing Company of Hartford, Conn.

If you conduct your business with salesmen, how often have you wished that all of them were as good as the best one?

When we made the announcement of our Selling Service in a former advertisement of this series, we said: "We have the right men to manage it." Our Sales Manager is

CHARLES H. DUNSTER

leader of a dozen successful campaigns. He has a staff of "best" salesmen — those who have "made good" for him in fullest measure during his twenty years of training men in the field.

If you want to sell more goods on a better basis, ask us to go into detail with you personally about our Selling Service.

W. F. Payson
John Curtiss
John W. Eagleson
Charles H. Dunster
H. McH. Davenport

E. R. Marvin
Charles de Rham, Jr.
Harry M. Graves
Kenneth MacIntyre
C. F. Frothingham, Jr.

ATLAS

ADVERTISING AGENCY

450 Fourth Avenue, New York

Telephone 7206 Madison Square

Florida to Be Advertised Nationally

Representatives of boards of trade of various Florida cities met in Palatka November 3 and put under way plans for advertising Florida on a national scale. Fifty thousand dollars was decided upon as the sum needed to start the campaign and of the \$25,000 assigned to commercial organizations \$19,000 was pledged by those present. An additional \$25,000 will be subscribed by transportation companies, hotels, etc.

It was determined to invest all of the appropriation in newspapers and magazines published outside the State. No salaries or other compensation will be paid any official or committee member.

The advertising will emphasize the attractions and resources of Florida in a general way, so that no community of the State will benefit at the expense of another. About equal attention will be devoted in the advertisements to the recreation advantages of the State, to the appeal of Florida from the home-seeker's standpoint, and to the opportunities which the State offers to investors. Every commercial body contributing more than \$250 to the fund will have its name and address included in all the advertisements, and these will extend an invitation to readers to write to any or all of these organizations for further information. The names and addresses of transportation companies which make contributions also will be included.

The Thomas Advertising Service of Jacksonville has been appointed to handle the account.

Silver Cup as Incentive to Club Members

The New Orleans Item has presented a silver loving cup to the Ad Club of that city to be awarded to the member performing the most efficient service for the betterment of all advertising during the coming year. Generally speaking, the conditions governing the award will be similar in character to those which determine the award of the PRINTERS' INK cup at the A. A. C. of W. conventions, but the Item cup will become the permanent property of the winner.

Industrial Movies a Feature of Club's Meetings

E. H. Philippi, of the Industrial Moving Picture Company, Chicago, has been appointed chairman of a new industrial movies committee of the Advertising Association of Chicago. It will be the aim of this committee to show once a month, or perhaps once every two weeks, motion pictures of educational value in an industrial way that will be of special interest to advertising men.

E. M. Hunt has resigned as advertising manager of the United Profit-Sharing Corporation, New York, and is now with Condé Nast & Co. on *House and Garden*.

New York's Bottled Drinking Water May Be Tested

The following item, which appeared in the New York Times last week, is relevant in connection with the article that appeared in the November 4 issue of PRINTERS' INK upon the advertising campaign of the Duplex Filter System, Inc.:

"Dr. Haven Emerson, Health Commissioner, announced yesterday that he had under way plans to control the sale of all waters other than Croton. He also announced a plan for the sanitary distribution of water by water boats to vessels in the harbor.

"The Commissioner says that salesmen for bottled waters have made misleading statements which have given false impressions on the city's water supply. The Commissioner said the city's water was examined daily, and analyzed by the Department of Health. Other waters, the Commissioner said, were not subject to such tests.

"The department will insist that only pure water be sold."

Elected Directors of United Publishers Corporation

M. C. Robbins, manager of the David Williams Company, and T. B. Van Alstyne, manager of the Class Journal Company, have been elected directors of the United Publishers Corporation.

Mr. Robbins was for years Western manager of *Engineering News*, and for the last five years has managed the *Iron Age* properties. Mr. Van Alstyne has been associated with the Class Journal Company in its different automobile publications for many years.

The addition of these two members is a continuation of the policy of the United Publishers Corporation to include in its board the men who are holding the active responsible positions in its different publishing companies.

Detroit Steel Products Changes

A. T. Hugg, advertising manager of the Detroit Steel Products Company, is in charge of a new department devoted to stock window sales, in addition to his duties in the advertising department. George P. Richardson, formerly of the advertising department, has the active management of details of the new department. Guy S. Hamilton has been appointed assistant advertising manager and F. M. Paull will have charge of the company's sales bulletin and will assist in editing the house organ.

The Wrapper Is the Feature of This Campaign

Mamma's Pancake Flour, a prepared package product, manufactured by F. B. Chamberlain Company, St. Louis, is being advertised extensively. The feature of the campaign is the "Sealtite" wrapper which is advertised as "a regular armor of protection that keeps all the goodness in and everything that is undesirable out." It is sold through the grocer at ten cents a package.

REMARKABLE

as it may seem to you, Mr. Reader,
it is nevertheless a fact that the

CHRISTIAN HERALD

gained 42,927 lines of advertising for the first eleven months of 1915 over the corresponding period of 1914. A gain of 20.5 per cent.

You will be even more impressed when you realize that all advertising of Smoking Tobacco, Pipes, Cigars, Cigarettes, Alcoholic Liquors, Medical, Real Estate, Speculative financial, etc., is unacceptable. Incidentally, the CHRISTIAN HERALD has no Classified of any kind.

The point is, that although all these classes of advertising, that form so large a proportion of the total adage lines of other publications, are *not* accepted by the CHRISTIAN HERALD, it still ranks among the first half-dozen general periodicals of national distribution in the total volume of advertising carried.

Printers' Ink Figures

	1914	1915	Gain
January	15,456	15,372	—84
February	25,536	26,208	672
March	23,016	28,560	5,544
April	29,468	32,158	2,690
May	17,808	21,840	4,032
June	14,280	23,180	8,900
July	11,004	13,944	2,940
August	11,928	17,199	5,271
September	24,024	25,032	1,008
October	19,566	22,855	3,289
November	17,946	26,611	8,665
Total	210,032	252,959	42,927

The Christian Herald

BIBLE HOUSE

NEW YORK



There are no News-stands at Lake Tahoe

The man who selects reading matter wherewith to beguile a few idle hours here takes no chances. He brings with him only a few best favorites; he must travel light and make no mistakes. There are no news-stores just around the corner.



A. S. Boyle, manufacturer of Old English Floor Wax, chose the METROPOLITAN. He writes:

"The Metropolitan is one of the few magazines I brought with me to the wilds of Lake Tahoe."

*Yours sincerely
A. S. Boyle*

Metropolitan

432 Fourth Avenue, New York

J. MITCHEL THORSEN, MANAGER OF ADVERTISING

NOV

VOLU:
M

McClu

World

Review

Metrop

Cosmo

Harper

Scribn

Centur

Ameri

Hearst

Ameri

Atlant

Sunset

Every

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Ladie

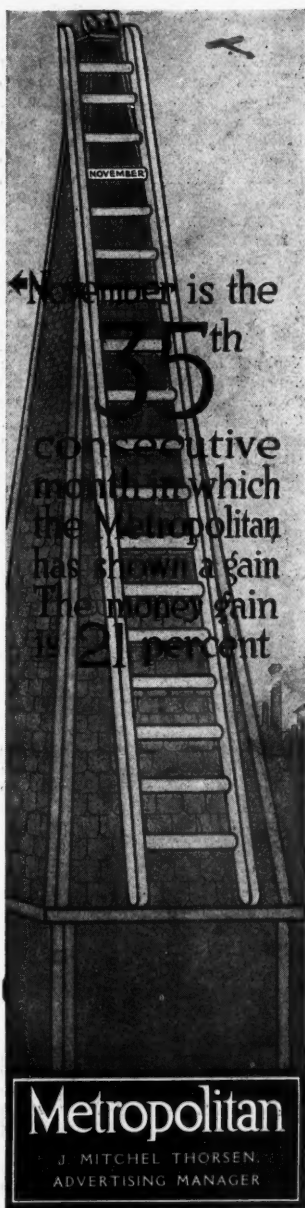
NOVEMBER MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
NOVEMBER(Exclusive of publisher's own
advertising)

	Pages.	Agate Lines.
McClure's (cols.).....	171	35,085
World's Work.....	128	28,672
Review of Reviews.....	127	28,352
Metropolitan (cols.).....	131	22,404
Cosmopolitan.....	88	19,871
Harper's Monthly.....	88	19,712
Scribner's.....	74	16,744
Century.....	70	15,722
American (cols.).....	107	15,355
Hearst's (cols.).....	86	14,709
American Boy (cols.).....	67	13,590
Atlantic Monthly.....	60	13,301
Sunset.....	55	12,446
Everybody's.....	55	12,423
Current Opinion (cols.)...	78	11,008
St. Nicholas.....	48	10,800
Boy's Magazine.....	50	8,915
Red Book.....	39	8,736
Bookman.....	36	8,204
Popular (2 issues) (Oct.)...	33	7,581
Wide World.....	33	7,532
Boy's Life (cols.).....	50	7,132
Munsey's.....	30	6,990
American Sunday Monthly (cols.).....	30	5,845
Ainslee's.....	19	4,368
Strand.....	19	4,312
Argosy.....	17	3,976
Blue Book.....	16	3,622
Snappy Stories (2 issues)...	13	3,192
Overland.....	13	3,103
Smart Set.....	10	2,240
Smith's.....	9	2,193

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publisher's own
advertising)

	Columns.	Agate Lines.
Vogue (2 issues).....	691	109,476
Harper's Bazar.....	244	41,134
Ladies' Home Journal.....	174	34,862
Woman's Home Companion	132	26,544
Good Housekeeping (pages)	104	23,471
Delinquent.....	107	21,428
Pictorial Review.....	100	20,100
Woman's Magazine.....	78	15,746
Designer.....	78	15,702
McCall's.....	100	13,408
Modern Priscilla.....	76	12,768
People's Home Journal.....	62	12,488
Ladies' World.....	59	11,800



November is the
35th
consecutive
month in which
the Metropolitan
has shown a gain
The money gain
is 21 percent

Metropolitan
J. MITCHEL THORSEN,
ADVERTISING MANAGER

	Agate Columns.	Lines.
Housewife	56	11,244
Woman's World.....	59	10,269
Mother's Magazine.....	68	9,192
Holland's Magazine.....	43	8,185
People's Popular Monthly..	43	8,126
Home Life.....	32	5,600
Needlecraft	18	3,576

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

(Exclusive of publisher's own
advertising)

	Pages.	Agate Lines.
Vanity Fair (cols.).....	93	56,174
System	146	32,743
Popular Mechanics.....	139	31,332
Country Life in America (cols.)	67	27,571
†Popular Science Monthly & World's Advance...	64	14,378
Theatre (cols.).....	67	11,300
Arts & Decoration (cols.)..	81	11,200
†House & Garden (cols.)..	69	10,883
Field & Stream.....	47	10,696
National Sportsman.....	47	10,584
Physical Culture.....	46	9,703
Forest & Stream (cols.)....	58	8,610
Countryside Mag. (cols.)..	49	8,339
House Beautiful (cols.)....	57	8,335
*Illustrated World.....	36	8,211
International Studio.....	56	7,840
Craftsman	34	7,649
Outing	28	6,289
Travel (cols.).....	43	6,023
Recreation (cols.).....	42	5,624
Outer's Book.....	23	5,152
Outdoor Life.....	28	4,242
Extension Magazine (cols.)	24	3,960
Golf Illustrated (cols.)....	26	3,878
Garden Magazine (cols.)..	27	3,780

† American Homes & Gardens consoli-
dated with House & Garden.

† Formerly World's Advance.

* Formerly Technical World.

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publisher's own
advertising)

	Agate Columns.	Lines.
†Canadian Courier.....	132	24,209
Everywoman's World.....	87	17,432
MacLean's	110	15,476
Canadian Home Journal...	65	13,000
Canadian Magazine.....	52	11,704

† 5 October issues.

**VOLUME OF ADVERTISING IN
OCTOBER WEEKLIES**

(Exclusive of publisher's own
advertising)

	Agate Columns.	Lines.
October 1-7		
Saturday Evening Post..	152	25,604
Town & Country.....	112	18,695
Collier's	62	11,740
Literary Digest.....	77	11,371
Scientific American.....	52	10,481
Leslie's	49	9,904
Life	52	7,370
Christian Herald.....	42	7,168
Independent	43	6,075
Outlook (pages).....	21	4,760
Churchman	20	3,208
Youth's Companion.....	14	2,816
Judge	18	2,624
All-Story (pages).....	9	2,128
Associated Sunday Mags .	8	1,552
Harper's Weekly.....	8	1,412
Illustrated Sunday Mag..	6	1,342

October 8-14

Saturday Evening Post..	178	29,912
Literary Digest.....	91	13,396
Town & Country.....	77	12,969
Collier's	58	11,079
Christian Herald.....	42	7,140
Leslie's	35	7,126
Life	38	5,375
Independent	32	4,534
Youth's Companion.....	19	3,800
National Sunday Mag..	20	3,542
Outlook (pages).....	15	3,461
Scientific American.....	13	2,766
Judge	17	2,461
Associated Sunday Mags .	11	2,029
All-Story (pages).....	8	1,925
Churchman	11	1,883
Illustrated Sunday Mag .	7	1,403
Harper's Weekly.....	7	1,212

October 15-21

Saturday Evening Post..	163	27,400
Town & Country.....	86	14,500
Literary Digest.....	95	14,064
Collier's	67	12,775
Life	55	7,783
Christian Herald.....	33	5,544
Leslie's	22	4,563
Independent	29	4,095
Scientific American.....	19	3,885
Youth's Companion.....	18	3,006
Judge	24	3,385
Outlook (pages).....	13	2,856
Churchman	16	2,618
Associated Sunday Mags .	14	2,536
Illustrated Sunday Mag..	13	2,430
All-Story (pages).....	9	2,086
Harper's Weekly.....	7	1,301

—first again!

Vanity Fair leads—carrying more advertising than any other monthly magazine.

Month by month Printers' Ink figures tell the same story—

because

Vanity Fair appeals to people who buy luxuries as well as necessities—and helps them to buy to the best advantage.

William H. Osgood.

Advertising Manager.



VANITY FAIR

449 Fourth Avenue
New York

October 22-28	Columns.	Agate Lines.
Saturday Evening Post..	160	27,043
Outlook (pages).....	70	15,778
Collier's	60	11,363
Literary Digest.....	67	9,967
Life	56	7,878
Independent	54	7,609
Leslie's	37	7,593
Scientific American.....	19	3,926
National Sunday Mag... 18	3,199	
Christian Herald.....	18	3,101
Churchman	18	2,915
Youth's Companion.....	12	2,573
Judge	18	2,552
Harper's Weekly.....	10	1,777
All-Story (pages).....	7	1,526
Illustrated Sunday Mag..	7	1,426
Associated Sunday Mags.	5	1,038

October 29-31	Columns.	Agate Lines.
Saturday Evening Post..	107	18,102
Collier's	60	11,489
Literary Digest.....	59	8,699
Scientific American.....	22	4,465
Judge	20	2,878
Churchman	17	2,819
Illustrated Sunday Mag.	8	1,589
Associated Sunday Mags.	7	1,396
All-Story (pages).....	5	1,302
Harper's Weekly.....	7	1,298

Totals for October	Agate Lines.
*Saturday Evening Post.....	128,091
*Collier's	58,446
*Literary Digest.....	57,497
†Town & Country.....	46,164
Leslie's	29,186
Life	28,406
Outlook	26,555
*Scientific American.....	25,623
Christian Herald.....	22,653
Independent	22,313
*Judge	13,900
*Churchman	13,443
Youth's Companion.....	12,795
*All-Story (pages)	8,967
*Associated Sunday Mags.....	8,551
*Illustrated Sunday Magazine	8,190
*Harper's Weekly.....	7,000
†National Sunday Magazine..	6,741

* 5 issues per month.

† 2 issues per month.

‡ 3 issues per month.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publisher's own advertising)

	Agate Columns.	Agate Lines.
1. Vogue (2 issues).....	691	109,476
2. Vanity Fair.....	93	56,174
3. Harper's Bazar.....	244	41,134
4. McClure's	171	35,085
5. Ladies' Home Journal..	174	34,862
6. System (pages).....	146	32,743
7. Popular Mechanics (pages)	139	31,332
8. World's Work (pages). 128	28,672	
9. Review of Reviews (pages)	127	28,352
10. Country Life in Amer..	67	27,571
11. Woman's Home Companion	132	26,544
12. Good Housekeeping (pages)	104	23,471
13. Metropolitan	131	22,404
14. Delineator	107	21,428
15. Pictorial Review.....	100	20,100
16. Cosmopolitan (pages)..	88	19,871
17. Harper's Monthly (pages)	88	19,713
18. Everywoman's World..	87	17,439
19. Scribner's (pages)....	74	16,741
20. Woman's Magazine....	78	15,746
21. Century (pages).....	70	15,722
22. Designer	78	15,703
23. MacLean's	110	15,476
24. American	107	15,355
25. Hearst's	86	14,709

Every Week

3c

**A Growing Influence
on Women as Well as
Men—**

Sold in Connection with the
Associated Sunday Magazine.

1,000,000 National
Circulation Guaranteed.

95 Madison Avenue, New York
105 N. Wabash Ave., Chicago

WHY

We Are Changing the Shape of Sunset Magazine

During the past several months I have given a great deal of thought and study to the question of the standard shape versus the so-called flat shape magazine.

I have talked with publishers, advertisers and advertising agents and with the general public all over the country, and I have come to the conclusion that the flat shape magazine is the better shape for the advertiser and more popular with the average reader.

I have come to the conclusion that of the magazines that have changed their shape within the last year or two the AMERICAN is the most convenient shape from the standpoint of the reader, and at the same time it affords the advertiser the facilities and advantages of ample display space alongside of reading matter, and which is very important, at a reasonable price.

Therefore, we have decided to change the shape of SUNSET, the Pacific Monthly, to the AMERICAN size, commencing with the January, 1916, issue. The features that have helped make SUNSET the recognized magazine of the country west of the Rockies will be retained, such as its color pictures, which will be enhanced because of the greater opportunity afforded by the larger page; The Pulse of the Pacific, elaborated with a large display of photographs of current events; economic articles setting forth authoritatively, and at the same time entertainingly, the great development facts and significance of the Sunset Country; Interesting Westerners—people chosen at random from all grades of life in all the Western states whose personalities and daily work are of interest and value; richly illustrated articles reflecting the activities of America's "New Rialto," the great moving-picture studios of Southern California, where eighty per cent of the world's films are being produced; special art studies of Pacific Coast beauty spots; regular collections of material interesting to the makers of the home in the West; descriptions of motor-ing on the rapidly increasing Pacific Coast boulevards and highways; helpful questions and answers in the Sunset Service Bureau; notes on Western development; and odds and ends of Western interest.

New rates are effective with January, 1916, and subsequent issues.

**A 10% Reduction Will Be Allowed On Orders Received
Before January 1, 1916, Covering Copy of 100 Lines
or More Per Issue to be Used During 1916**

H. H. Hoodhead
General Manager

SUNSET  MAGAZINE

EASTERN REPRESENTATIVES:

NEW YORK.....WILLIAM A. WILSON, 515 Candler Building
BOSTON.....CHARLES DORR, 6 Beacon Street
CHICAGO.....GRAHAM C. PATTERSON, 338 Marquette Building

Member the Quoin Club and Audit Bureau of Circulations.

PRINTERS' INK'S FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

	1915.	1914.	1913.	1912.	Total.
Cosmopolitan	19,871	24,506	33,304	47,432	130,413
Review of Reviews.....	28,352	22,410	27,173	32,648	110,583
World's Work.....	28,672	23,114	23,216	25,424	100,426
McClure's	35,085	19,959	21,696	23,184	99,924
Everybody's	12,423	18,375	23,942	28,065	82,805
Sunset	12,446	15,064	25,872	27,888	81,270
Harper's Monthly.....	19,712	21,000	19,684	16,648	77,044
Scribner's	16,744	18,333	20,776	18,506	74,359
Hearst's	14,709	14,056	20,496	19,339	68,600
Metropolitan	22,404	20,238	15,947	6,460	65,049
American	15,355	12,673	16,285	18,229	62,542
Century	15,722	13,328	15,932	15,008	59,990
Current Opinion.....	11,008	9,813	16,493	16,352	53,666
Atlantic Monthly.....	13,301	9,576	13,839	12,936	49,652
Munsey's	6,990	11,361	12,110	15,652	46,113
American Boy.....	13,590	12,767	10,375	7,293	44,025
Red Book	8,736	7,280	9,296	9,408	34,720
St. Nicholas.....	10,800	7,672	6,776	6,160	31,408
Boy's Magazine.....	8,915	7,041	6,912	5,697	28,565
Argosy	3,976	4,928	8,288	7,619	24,811
Ainslee's	4,368	4,592	6,944	7,368	23,272

323,179 298,392 360,356 367,316 1,349,243

WOMEN'S MAGAZINES

Vogue (2 issues).....	109,476	90,614	108,666	87,212	395,968
Ladies' Home Journal.....	34,862	28,597	35,795	38,340	137,594
Woman's Home Companion.....	26,544	25,013	28,793	29,050	109,400
Good Housekeeping.....	23,471	23,971	29,120	27,720	104,282
Delineator	21,428	16,619	25,477	25,420	88,944
Harper's Bazar.....	41,134	30,485	8,484	5,550	85,653
Pictorial Review.....	20,100	16,456	19,996	22,400	78,952
Designer	15,702	13,856	20,184	22,592	72,334
Woman's Magazine.....	15,746	13,863	19,972	22,510	72,091
Modern Priscilla.....	12,768	14,504	16,149	19,102	62,523
McCall's Magazine.....	13,408	13,274	15,658	16,879	59,219
Ladies' World.....	11,800	13,600	13,200	18,000	56,600
People's Home Journal.....	12,488	13,548	13,454	11,600	51,090
Housewife	11,244	13,101	14,000	11,800	49,645
Mother's Magazine.....	9,192	12,232	13,775	13,635	48,834
Woman's World.....	10,269	8,400	10,243	9,100	38,012

389,632 348,133 392,966 380,410 1,511,141

CLASS MAGAZINES

Vanity Fair.....	56,174	25,885	36,440	17,902	136,401
System	32,743	28,784	32,130	33,932	127,589
Popular Mechanics.....	31,332	26,012	29,232	29,234	115,810
Country Life in America.....	27,571	26,712	26,208	27,285	107,776
Popular Science Monthly and World's Advance.....	14,378	17,332	16,357	13,944	62,011
Field and Stream.....	10,696	10,598	9,247	11,662	42,203
House and Garden.....	10,883	10,403	10,872	10,034	42,192
House Beautiful.....	8,535	8,302	11,179	13,720	41,536
Theatre	11,300	9,660	8,904	10,860	40,724
Physical Culture.....	9,703	9,254	9,753	11,424	40,134
Outing	6,289	7,280	11,424	14,112	39,105
Countryside Magazine.....	8,339	8,500	10,030	10,965	37,834
International Studio.....	7,840	7,903	10,059	10,920	36,722
Garden	3,750	4,648	6,492	6,230	21,120
Travel	6,023	6,848	8,120	8,370	29,361

245,386 208,121 236,447 230,594 920,548

WEEKLIES (October)

Saturday Evening Post.....	128,061	113,226	110,964	120,765	473,016
Literary Digest.....	57,497	52,420	52,498	53,527	215,942
Collier's	58,446	46,119	49,522	50,280	204,367
Town and Country.....	146,164	33,466	40,898	49,910	170,438
Outlook	*26,855	*26,523	30,324	36,192	119,894
Life	*28,406	23,996	†28,388	37,400	118,190
Leslie's	*29,186	25,464	†24,151	25,148	103,949
Christian Herald.....	*22,953	*19,596	†22,224	25,422	90,195
Scientific American.....	25,523	20,664	15,518	21,515	83,220

423,091 361,474 374,487 420,159 1,579,211

Grand Total.....1,381,288 1,216,120 1,364,256 1,398,479 5,360,143

* 4 issues only. † 5 issues. ‡ 3 issues.

GIFTS

of unusual character chosen for you in

The Best Shops

BY

VOGUE

Vogue has successfully solved the Christmas gift problem—the problem of securing uncommon gifts of exquisite character at reasonable prices. When your friends receive gifts selected by Vogue they receive gifts whose value is enhanced by the fact that they are unusual; gifts which are new in idea, unique in usefulness and entirely unknown to shoppers who have to depend upon local shops for their selection. Vogue throws open to its readers the best in New York and acts as a personal guide in directing the shopper and in the selection of the gifts. This service is rendered through Vogue's two great

Christmas Numbers

CHRISTMAS GIFTS
NUMBER

Dated December 1

A completely illustrated handbook of Christmas Gifts specially chosen for you. With this number on your writing desk and Vogue's shopping service at your command your Christmas buying will be an experience of unusual pleasure.

HOLIDAY
NUMBER

Dated December 15

All the frolics and festivities of Christmas, including last-minute gifts and holiday mailings of every kind from the best shops. Spotlights on the metropolitan social, dramatic and musical seasons. A beautiful Christmas magazine.

Use the Coupon

Vogue is published twice-a-month and sells for 25c a copy. If you will clip off the coupon at the left and send it with your name and address your subscription will be entered for twelve numbers, beginning with the Christmas Gifts Number, and a bill for \$2 will be sent you January 1st. If you enclose cash with order your subscription will be entered for thirteen numbers.

VOGUE, 443 Fourth Avenue, NEW YORK

**Credit Note, Publisher*

Edgar Woolman Chase, Editor

This is a reproduction of a full page Vogue advertisement running in the December magazines.

Note the appeal to the subscriber—Buy Vogue and then buy from it.

It is the **Buying Suggestion** that the publisher puts into Vogue that is responsible for the phenomenal results that the advertiser gets out of Vogue.

Vogue's readers are trained from the start to buy from Vogue. Need I point out further Vogue's value to you?

Ralph F. Blanchard
Advertising Manager.


VOGUE

419 Fourth Avenue - - - New York

The Little Schoolmaster's Classroom

SUNDAY School lads of inquiring minds do not constitute the only class of information-seeking persons who can ask knotty questions. Just as the Schoolmaster was humming happily over the fact that the week's crop of questions and problems included nothing that was likely to cause a headache, the following turned up at the very bottom of the letter-box:

"Supposing a product which has never been advertised nationally and on which sales are now \$1,000,000 per year; present advertising charges against this product amounting to nearly 6 per cent, due to large number of special books required for dealer work; a national campaign, to be at all adequate, will run this charge up to 12 per cent, which is out of all reason in comparison with the margin of profit. Presuming, however, that the time now seems ripe for some step of this kind and that the advertiser believes that in a certain period (or uncertain, rather) of time such a campaign will increase the sales to a point where this percentage will be within reason. What should be the method of charging off this excess until that time? Should it be charged to advertising and absorbed during the time of expenditure, or charged into some account to be absorbed more gradually?

"I would appreciate your opinion in such a case and also if in your own experiences you have ever encountered this problem, I would appreciate knowing how long a time it was before the sales got to a point where the excess ceased to be a burden."

* * *

The Schoolmaster ventures, in the first place, the opinion that most national advertisers and probably most local advertisers have passed through the period of investing a large percentage for advertising than the price of the products would apparently justify.

They may not have wanted to do so, but they had to do it. The truth is that without repeat orders and without additional sales coming as the result of the original purchasers being pleased with the merchandise, showing their purchases and talking about them, the greater number of advertising campaigns would fall flat. Therefore, it is difficult for a manufacturer of an article of general consumption to get started toward successful advertising on an appropriation that can be clearly taken out of the price of the commodity. To advertise properly he is obliged to make an investment, just as he invests a certain amount of money in equipment or in the building up of a sales organization. There may be cases where the investment in advertising is laid out over a number of years and gradually absorbed, but they are rare. It is customary to charge in each year's expenditures the exact amount expended for all forms of advertising during that year and to face bravely the theory that, in addition to actual sales gain that can be traced, there is or should be a large goodwill or cumulative value through the dealers acquired and the extra goods distributed.

Nobody can tell the Classroom reader how long it will be before sales increase to such a point that the advertising cost will be reduced to a reasonable percentage on the year's business. That greatly-to-be-desired result might come in a year or it might not come in several years. Six per cent would be high for some lines and low for others. The proper percentage can be determined only after a study of all the conditions. Some products are best promoted by a quick and large campaign, while others require the gradually increased campaign

* * *

Brother Newmyer of the New Orleans Item has sent the Schoolmaster a marked copy of his pa-

per for the day following that severe tropical storm they had down there a while ago. By three o'clock in the morning when the storm subsided, it had filled the streets with plate-glass windows, roofs, live-wires, and conglomerated rubbish generally. It didn't look like a favorable layout

for much of anything but a clean-up campaign, yet Newmyer had his staff on deck at 5 A. M., writing copy. What is more, they went out and sold it, so that by eleven o'clock when the paper was put to bed there were no less than 34 ads referring directly to the storm.

Taking the Elevator

This is what GOOD HEALTH advertising rates will be doing shortly. I dislike to even think about it but our Managing Director says I must. He tells me we must "get ours" if we have to print, and circulate, such a lot more magazines than our present rate is based on. I think this is the fault of our Circulation Manager. He is after the public all the time, and, as a result, people are sending in subscriptions at a shocking rate. At any rate, it shocks me when I think of the number of stories up the elevator will need to move when we start raising our advertising rates to keep pace with our increasing circulation. I see but one ray of hope. For a slight interval I am permitted to accept orders, and contracts for one year, on the basis of the good old little rate card now in effect. If you have a copy, get it out and kiss it. If you find it among the missing, tip me off and I will see that you get another, even if it does cost me a postage stamp. (You see how reckless I am about spending money.) This is the way to address me

J. Dwight Brewer, Advertising Manager, GOOD HEALTH
1811 West Main Street Battle Creek, Mich.

DEVOE FRESCO COLORS IN UNIFORM SIZE GLASS JARS

Particularly adapted to Poster and Flat Wash Work.
A full line of all kinds of

ARTISTS' MATERIALS

F. W. DEVOE & C. T. RAYNOLDS COMPANY
101 FULTON STREET, NEW YORK

—Live Inquiries—

can have your undivided attention when we take all the details of placing your *Newspaper Classified ads* off your hands—may we?

Send for Bulletin 134. Contains best lists.

Arkenberg Special Agency, Publishers' Representatives
Newspaper Classified Exclusively, 408 Madison Ave., Toledo, O.

Agencies—If you're not one of the 151 advertising agencies "clearing" newspaper classified thru us send at once for the Bulletin and commission proposition.

"GIBBONS Knows CANADA"

Mfrs. With Small Advertising Allowances

CAN, for \$1.65 a day, reach an average of 10,000 people a day, wholesale and export buyers and actual consumers, with our NEW plan.

This is a substantial project—in which over a million dollars is NOW invested—backed by a Syndicate of Successful Bankers and Manufacturers.

Write to-day for full particulars.

References Dun or Bradstreet or your own banker.

Pier Realty & Holding Co.
929 N. Third St., Philadelphia

Address our New York Office
Suite 1001-04—286 Fifth Avenue

There is an opportunity in one of the foremost agencies of New York for a copy writer

who has had a considerable amount of experience, and who is well grounded in copy work. This man must have the ability not only to write well, but to picture his advertisements and literature and to develop attractive layouts. At the present time we are only interested in seeing samples of work that would indicate that the prospect had the above qualifications. "R. L.," Box 355, care of PRINTERS' INK.

Here are a few samples of the copy:

RIGHT ON THE JOB

My big, capable organization is ready to a man to aid in quickly and effectually restoring your electrical service.

Get in touch with us right away—first come, first served—but everybody assured of our utmost endeavor.

S. J. STEWART

GLASS

All sizes. All grades. Right here ready for immediate delivery.

M. AUGUSTIN

Did the Storm Put Your Hat On the Blink?

If it did—or if you hadn't already discarded that old straw—you'd better beat it to Ryan's—YOU MUST HAVE A HAT, YOU KNOW.

RYAN & CO.

Get a Pair of Dry Ones—Likewise a Pair of High Ones

Pay but \$2.45 instead of \$4, \$5, and \$6.

B. QUICK
The Shoe Man

And so on. Large spaces were taken by the New Orleans Railway & Light Company, and the Cumberland Telephone & Telegraph Company asking for co-operation in their efforts to restore the service, and several insurance agencies seized the opportunity to advertise tornado insurance. One man advertised his service in repairing roofs, while another offered to clear up wreckage. On the whole it is a rather striking example of how advertising may be made to serve in an emergency.

* * *

Did you ever have anybody tell you that "teaser copy" didn't pull, that it was a perfectly obvious hoax to which nobody paid the least attention? Well, the Schoolmaster has heard such views advanced more than once. But the other day he received a letter from a man—an advertising man at that—enclosing a half-page ad ostensibly signed by J. Rufus Wallingford, which gave a glowing account of the fabulous profits which might be made in a chain of motion-picture theatres, a herring farm, and sundry other imaginary enterprises. The advertising man was somewhat wrought up, and wanted the Schoolmaster to express an opinion as to the

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"ethics" of that brand of financial advertising. A couple of days later another letter arrived. "I have discovered," he writes, "that the ad sent you a few days ago was only a 'teaser' for a motion-picture enterprise." Evidently "teaser copy" is not always so obvious—even to advertising men.

* * *

Now the trouble with "teaser copy," according to the Schoolmaster's experience, lies in the fact that if it fools anybody at all it is likely to fool them too thoroughly. It leads them to expect something really interesting, something unusual, something worth speculating about. But when the mystery is finally solved, and it turns out to be only a can of soup, or a package of crackers, they are likely to come back to earth with a thud. The average individual doesn't like to be exploited, and he is likely to feel that the advertiser sneaked under his guard, took an unfair advantage, and robbed him of the promised sensation in the end.

It is like saying to a child: "Be a good boy to-day, and I'll give you something nice for supper, something awfully nice—the nicest thing you ever ate in your life." All day long Willie has visions of delectation, and he arrives at the supper table with shining eyes. If you can "make good" with a sack of candy or a piece of frosted cake, all is well—but you can't enthruse Willie with a bowl of oatmeal or a saucer of prunes. He will quite properly conclude that he has been swindled.

* * *

Now the grown-up may be more sophisticated, but he doesn't enjoy being swindled any better than Willie does. And by the time you have stimulated his interest and his expectation up to the point where he anticipates some wonderfully sensational announcement, you can't quite satisfy him with a bar of soap or a pair of socks. "Teaser" campaigns are mighty useful so long as they don't promise more than can be performed. It is not so vastly diffi-



This booklet shows why the sales from many a catalogue have been doubled and trebled.

—SENT FREE—

QUADRI-COLOR CO.

Color Printers and Engravers
306 East 23d Street, New York

WE introduce the public to the best magazines and produce circulation for the leading publishers. Branch offices in the larger cities of the great middle-west.

Established 1900.

Incorporated 1908.

WINSLOW G. SMITH, *President*

**Magazine
Circulation Co.,
Inc.**

327-333 So. Dearborn St.

CHICAGO, ILL.

If You Want to Reach the Motor
Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

ADVERTISING ARTIST WANTED

Experienced man in illustrating, one who is good on figures and one who has had advertising agency experience. Send samples, state salary, advise when you can come. Immediate response is solicited. Address

H. H. CLARK

The Advertising Agency of
Woodward & Tiernan Printing Co.
St. Louis, Mo.



There is absolutely NO CLASS of trade or profession, that SOME kind of an ADVERTISING RULER will not REACH and STAY WITH. We make them all—Let us show you.

Write to Dept. 3

**JOY FOR
PIPE SMOKERS**

Eutopia Mixture
SOLD BY MAIL ONLY

You cannot get its equal in richness, flavor, aroma, and quality for any price at retail. An aromatic blend of the choicest North Carolina, Virginia, Kentucky, Turkish, Perique, Latakia and Havana tobaccos. Aged—not flavored.

Send for 1 lb. at our risk. Smoke ten pipefuls and if you like it send us the price, \$1.50, within ten days—or return at our expense. Unless you send the money with order, please give bank or commercial reference.

Three blends—medium, mild and extra mild. Send 40c for 1/2 lb. trial order without pipe; if not satisfactory money will be returned. Order today. Booklet on request.

CAMERON TOBACCO CO.
Somerset and Ninth Sts. Dept. E. Richmond, Va.

French Briar Pipe with first order FREE

cult to evolve one that will "pull," but the danger lies in making it pull too hard.

* * *

"Send us the name of your dealer," runs a heater advertisement. There is too much familiar talk about "your dealer." Unless a man has built a house or two he isn't likely to have a dealer in the heating or plumbing line. Why not invite the reader to send the name of the best heating firm in his community, the plumbing firm he prefers to do business with, and so on.

"Taggart Tags" is the name of a new ten-cent box of crackers being advertised by the Taggart Baking Company, of Indianapolis, Ind.

Some Busy Executive

HERE in New York City can increase his efficiency by unloading his Advertising problems and Printing buying on my shoulders. I can offer that man or firm flexible mind, aggressiveness and proven executive ability. Eleven years as Advertising and Sales Manager. Fully competent to act in similar capacity for you.

"S. W." Box 356, Printers' Ink.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

PAUL BROWN COMMERCIAL ARTIST

61 WASHINGTON AVE.
GARDEN CITY, L.I.



\$59,000.00 NEW BUSINESS

in one territory in 22 months is my record as a trade paper advertising salesman. 33 years old, best references. 12 years general advertising experience. Now employed but will consider good territory on live publication or connection with established agency. "Edwards," Box 854, Printers' Ink.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

Your classified ads will pull plenty of profitable inquiries when they are worded just right. Get my prices for preparing your small ads and sales letters. Jed Scarboro, 557a Halsey St., Brooklyn, N. Y.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

HELP WANTED

A splendid territory is open to an experienced representative to secure advertising for a well known trade paper. Box 730, care Printers' Ink.

What methods and media shall I use to find buyer for \$175,000 plant in steel line, adaptable to war orders? Address MANUFACTURER, P. O. Drawer 759, Harrisburg, Pa.

Advertising man with agency experience can form good connection with small New York City "recognized" agency, progressive and established. Address Box 798, care Printers' Ink.

YOUNG MAN OR WOMAN who can sell classified advertising by correspondence. Excellent opportunity for capable worker. Address Box 803, care of Printers' Ink.

WANTED: Drug Advertisement Solicitor for high class alumni journal. Strictly commission basis. A good proposition. A profitable side line. Apply to Dr. Wimmer, 115 W. 68th St., N. Y.

Large Manufacturing Concern located in the Upper Michigan Peninsula require young man having had excellent experience in detail of advertising agency work, and in addition, considerable ability as Sales Correspondent and detail man in Manufacturers' Advertising Department. Give full details, experience, age, minimum starting salary expected, etc., in first letter. Box 813, c/o P. I.

Wanted—

A man who can write about machinery

There is a position open in the Service Department of a large technical paper publisher. A man is wanted who can write some real advertisements of machinery—preferably a man with actual machine shop experience. If you want this position, give your experience in full, also salary desired. Address Box 815, care Printers' Ink.

POSITIONS WANTED

Young agency man, 8 years' training from ground up, will represent good publication. Western territory. Single, good habits. Ohio, Box 801, care Printers' Ink.

This aggressive, brainy, clean-cut young American seeks a connection with a progressive, growing concern in N. Y. City in an advertising and sales capacity. He can get results. Can you use him? Box 804, care Printers' Ink.

Advertising man seeks position where an analytical mind and the ability to plan and write appealing copy can be capitalized. Engineering graduate with three years experience in advertising and trade paper editing. Salary, \$35 per week. Address Box 811, care Printers' Ink.

An advertising writer—a developer of stagnant advertising accounts—is open for connection with Southern daily. Three years' experience. Specialist in department and men's store copy. Adequate references. Box 814, c/o P. I.

Advertising manager with fourteen years experience, who can apply advertising and sales methods to your business that increased former employer's sales over 1000% in seven years, is open for position. "Producer," Box 812, care Printers' Ink.

Ideas! Original Ideas! Am 34; single. Last position in Argentine Republic as Adv. Mgr. with \$45 weekly. Spanish and German perfectly, fair English. Will start here at bottom with all general work at \$17. Address Box 806, care of Printers' Ink.

Wanted—Position adv. mgr. Merchant 6 years, where I made record. Bank ref. there. Now adv. mgr. for national advertiser, a half million dollar firm. Also agency, newspaper, salesman experience. Best ref. all along line. Understand all angles, sales promotion, buying, selling, contests to spur salesmen, house organ, copy, printing, art work, space. Want interview with big manufacturer who wants successful merchant to plan from soup to nuts. Box 809, c/o Printers' Ink.

ADVERTISING MANAGER—Man 35, with ten years' experience planning, writing and selling advertising seeks a larger opportunity. Work has been connected with industrial and power plant equipment, mechanical specialties and technical apparatus and includes trade paper, circular and catalog, form letter and personal solicitation. Am now employed at a salary of \$8,000. Box 797, care Printers' Ink.

ADVERTISING MANAGERSHIP

Or opportunity to develop such a position. By college-trained, married man of thirty-one with eight years' successful sales and advertising experience. Competent to prepare trade and general ads, sales letters, dealer helps, house organs and other printed matter; to purchase art work, engraving and printing; to conduct your trade and consumer investigations; to direct all your advertising activities. Box 799, c/o P. I.

ADVERTISING-SALES BUILDER

15 years planning selling campaigns and writing strong sales copy. Booklets, Circulars, Folders Broadides, House Organs, Ads. for big concerns in Machinery, Metal Working, Mechanical Fields. Has sound business judgment, analytical mind, notable sales promotion record. Strong on marshalling facts as logical arguments into forceful, convincing presentation. Seasoned merchandizer. Mature in years but young in spirit, ambitious, aggressive. Now copy man with advertising agency. Desires return to manufacturing connection. Address Box 810, care Printers' Ink.

General office man of initiative and executive ability, age 32. Estimating, printing and engraving; supervise checking and auditing departments; thoroughly familiar with every detail of an advertising agency and newspaper office 13 years' experience. Small salary until I prove my worth. Box 807, c/o P. I.

Valuable Addition To Agency With Hardware or Technical Accounts.

Writer was three years chief copy and plan man on industrial and hardware papers. Sound analyst with faculty for grasping and wholeheartedly executing ideas regardless of own opinions. Vigorous, interesting style marshals facts from buyers' view-point with stimulus of convincing argument and conscious authority. Accustomed to fast action, rapid production, hard work. Clean record. Age 27, perfect health, wholesome personality, engineering education, six years' experience as investigator, reporter, salesman, copywriter. Box 805, care Printers' Ink.

ADV. M-A-N NOT A BEGINNER

or a theorist—but seasoned veteran in preparation of **PRODUCTIVE** adv.—34 years of age. My knowledge of adv. requirements and possibilities is as broad as the continent. I know how to appeal to dealers, because I've BEEN a dealer—how to rouse salesmen, because I've BEEN a salesman—how to "convert" city and country buyers, because I've lived in BOTH city and country. I write selling "language" ALL understand—and all warm up to—red-blooded copy that grips the reader by the hand, looks him square in the eye and says things in a mean-every-word-of-it style that convinces and gets the cash. Extensive experience on leading national accounts. Thorough understanding of marketing through dealers salesmen and direct by mail.

NOT DOWN AND OUT

but looking for bigger opportunity than present work affords—as adv. mgr. with mfrg. or reputable mail order firm, or as plan and copy man with agency, \$4,000 at start. Samples and references evidence of sobriety, loyalty, integrity and exceptional ability. Address Box 800, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

I wish to devote more of my time to my outside interests and would welcome an associate in my profitable weekly trade paper. An advertising man who is a good mixer and has some money can make a good connection and eventually own the control. Box 734, care P. I.

One of our clients is overworked. He has other business interests besides his weekly trade journal which require his personal attention. He would therefore sell an interest in his publication to an experienced man who could relieve him of the major portion of the work. The property is valued at Fifty Thousand Dollars. Unusual opening for a hustler who commands some capital. Harris-Dibble Company, 171 Madison Av., N. Y.

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 36,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy.; 2c.; Sun., 17,168, 5c.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For Oct. 1915, 74,377 daily; 64,464 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 9 months 1915, 122,562 paid, 127,055 gross.

75% of circulation is in Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 gross circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,211; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. M. Lacey. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Oct., 1915, 134,978 daily; Sun., 166,411.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 28,425 av., Oct., '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa., Dispatch and Daily. Average for 1914, 20,322. Covers its territory.



Providence, R. I., Daily Journal. Av. net paid for 1914, 20,553. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 ave. net paid for '14.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (©©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique, (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.



The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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Spending Thousands to Make Sales for You

The thousands of dollars which The Chicago Tribune spends every year in other daily newspapers to increase its circulation, to get new readers, all mean *new customers for you Tribune advertisers.*

The thousands of dollars which The Chicago Tribune spends in sales promotion work among the jobbers and retail dealers in this territory all mean *new customers and increased profits for you.*

The fortune which The Chicago Tribune spends in sending special War Correspondents, photographers and moving-picture operators to every important section of the War Zones of Europe also means *new readers for the Tribune and new customers for you.*

Week by week The Tribune's circulation grows, week by week. The Tribune's service both to its readers and to its advertisers grows more efficient, week by week the power of The Tribune to *make sales and STILL MORE SALES, for you, gets added impetus.*

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco